"Online Shopping through Desktop & Mobile Application: A Comparative Study"

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Abstract:

When the name online shopping reaches to our ear, we feel very familiar with this term. Before some time, when the people were unaware about online shopping, they might hesitate to be in touch with a number of websites. But, today in the world of technology, the people are usually found bearing the high tech mobiles, laptop and various electronic hand devices. When the world is in race to become smart, they finally enter in the era of online shopping. The present study entitled "Online Shopping through Desktop & Mobile: A Comparative Study" will be a boon to find out where Patan district is lying in the competition of online market. This research will also help to know the technological connectivity of the people of Patan district. The present study will be the mark of choosing the smart options, available to the people for online shopping. Desktop and Mobile are the closest friends of human being and the present research will clear the idea of using desktop and Mobile for online shopping. It is a tendency that each smart phone has many smart online shopping applications and the most of the online customers are usually in touch with the same applications. It's a master policy of the varied companies and the men of companies know it well that when the man has nearby options to put his idea into action, he will never go anywhere to get tired. That's why the most of the smart phone have the facility to make online shopping through their smart phones by using the standard companies' authentic applications. The present research will also make a question whether the mindset of the people and the policy of the men of companies are same or the people prefer any other sources to shop online except mobile.

Key Words: E shopping, Mobile Application, Desktop, Online shopping sites

Introduction:

Electronic Commerce, commonly known as **E-Commerce** is trading of products or services by using computer networks. E-Commerce can be functioned in presence of technological availability. Modern electronic commerce is typically used through the World Wide Web for at least one part of the transaction's cycle. In Modern time, it is offering online shopping, online Marketplace, online buying and selling, gathering data using several electronic sources like social media or web contacts, electronic data interchange, marketing for availed as well as new products.

As per the survey of Q1 2015, the below listed companies had succeeded to achieve one billion dollar valuation through their online trade.

Meaning and Definition of E-Commerce

Among the various perceptions of E-Commerce, one should consider the standard definitions to perceive the proper meaning of Electronic Commerce. Business Dictionary gives the definition of E – Commerce as *"Business conducted through the computers, telephones, fax machines, barcode readers, credit cards, automated teller machines (ATM) or other electronic appliances (whether or not using the internet) without the exchange of paper-based documents. It includes activities such as procurement order entry, transaction processing, payment, authentication and non-repudiation, inventory control, order fulfillment, and customer support. When a buyer pays with a bank card swiped through a magnetic-stripe-reader, he or she is participating in e-commerce."*[1]

E Commerce can also be named as *e-tailing*, *virtual-stores* or *cyber stores*. A collection of these virtual stores is sometimes gathered into a '*virtual mall*' or '*cybermall*'. Four tools of Business Market are known as Business to Business (B2B), Business to Consumer (B2C) Government to Consumer (G2C), Government to Business (G2B).

The Key Factors to E – Commerce:

The level of advancement of e-commerce can be categorized as below:

1. **Technological factors** – The degree of advancement of the telecommunications infrastructure paves the way to the new technology for business and consumers.
2. **Political factors** – It includes the role of government in creating government legislation, initiatives and funding to support the use and development of e-commerce and information technology.
3. **Social factors**– It adds the level and advancement in IT education and training which will enable both potential buyers and the workforce to understand the use of new technology.
4. **Economic factors** – It includes the general wealth and commercial health of the nation and the elements that contribute to it.

Comparison & Rating for top 10 online shopping sites in India.[1]

(1) Amazon.in [Score (4.75)] The world market leaders in e-commerce market have recently started functional operation in India and they soon realized that now Indians may buy Books, CDS and Electronic gazettes at lower price from Amazon.in. The men of companies are offering free shipping for limited time to attract the Indian involvement on wireless business market.

(2) Flipkart.com [Score (4.78)] It was founded in 2004 with only Rs. 4, 00,000 but in 2014 company tuned over 60,000 crore. The customers are not bound to buy only books through Flipkart, but they may buy mobile phones, mobile accessories, laptops, computer accessories, cameras, movies, music, televisions, refrigerators, air-conditioners, washing-machines, Clothing, footwear, accessories, MP3 players and products from a host of other categories. After taking over of **letsbuy.com** now Flipkart is leading competitor of e-commerce of India.

(3) Snapdeal.com [Score (4.90)] Snapdeal offers deals on restaurants, space, travel. It also offers the deals regarding all categories' products suited to all human being. The company's motto is best price with free shipping.

(4) Paytm.com [Score (5.01)] Paytm.com came into being with Mobile Recharge and Bill Payment. But, Paytm.com is selling everything from Home Decor, Clothing, Laptops, Mobiles etc at the lowest price. During its very short journey, Paytm has grown very rapidly and specify its place in our Top 10 Indian Shopping Website list.

(5) ebay.in [Score (5.02)] Having maintained first position in global business market, **ebay.in** has come down at number two on **indiafreestuff.in** list. ebay.in is the Indian version of the popular online shopping portal eBay.com – world's online marketplace. ebay.in has a diverse and passionate community of individuals and small businesses. ebay.in is offering used and fresh items with a wide network of international shipping.

(6) Jabong.com [Score (5.11)] Jabong Fashion & Lifestyle Store is a store of limited products. It simply offers you great discount wide range of products from Apparel to Home needs. It is called a special store which covers the items of fashion, clothing, shoes etc.

(7) Myntra.com [Score (5.16)] Myntra.com is leading online retailer of lifestyle and fashion products. Myntra offers T-shirts, Shoes, watches and more at discounted price.

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[1] http://indiafreestuff.in/top-10-online-shopping-sites-in-india-html/

(8) Shopclues.com [Score (5.55)] Shopclues.com is famous for their heavily discounted Jaw Dropping deals. Shopclues is one of the best online stores that offer a wide variety of cameras, computer accessories, mobile, gift, cosmetics items, toys, clothes, books and bag. Their Jaw Dropping deal has become most liked deal of 2012. In most items, Shopclues is not giving COD option.

(9) Pepperfry.com [Score (5.81)] Pepperfry.com is one of leading Indian website which is selling lifestyle products such as clothing, home decor, perfumes and cosmetics, furniture, bags and accessories for men and women.

(10) Homeshop18.com [Score (5.87)] This site offers a large range of appliances, kitchen, cameras, mobiles, laptops, site, Indian, gifts, apparel, buy, online, gifts. Moreover, HomeShop18 is a venture of the Network18 Group, regarded as India's fastest growing media and entertainment Group. Network18 operates India's leading business news television channels such as CNBC TV18 and CNBC Awaaz. HomeShop18.com has also been launched as India's first 24 hour Home Shopping TV channel. The company has its headquarters in Noida, UP. The website has recently received the **"Best shopping site Award"** from PC World Magazine in 2008.

RESEARCH METHODOLOGY

The present research is identification to the use of primary data. The use of secondary data for additional information is also a wise attempt of the researcher.

1. Research Methodology: The researcher has made reasonable inquiry by using the descriptive method to reach to the closest result. This method is useful for collecting more accurate information from the respondent in limited time.

2. Source of Data: The present research is based on primary data. Here the researcher has used questionnaire method of collecting information from the respondents by visiting personally. The researcher has also interviewed the respondents personally.

3. Universe and Sample Planning: In the present study, the researcher has selected the enterprise of area of North Gujarat as its Universe / population. It is not convenient to study each and every unit within limited time period.

4. Sample Size: Sample size for the present research work will be 60. The researcher has covered the villages of the Patan district. Data are collected from the youth of Patan district from different age group, different Income Group & gender.

OBJECTIVE OF STUDY:

♣ To find out the popularity of Mobile Application among Youth for online shopping
♣ To compare Desktop or Mobile shopping regarding their easiness.
♣ To find out preference of using mobile application in Patan district

HYPOTHESIS

H0: There is no significance difference between online shopping & Economic Class

H1: There is a significance difference between online shopping & Economic Class

H0: There is no significance difference between shopping through mobile application & website

H1: There is a significance difference between shopping through mobile application & website

H0: There is no significance difference between Shopping through Mobile Application & Discount

H1: There is a significance difference between Shopping through Mobile Application & Discount

DATA ANALYSIS:

H0: There is no significance difference between online shopping & Economic Class

H1: There is a significance difference between online shopping & Economic Class

To examine the above hypothesis during this research work, the researcher has gone through the simple question like you have ever shopped through Mobile applications and tried to know the respondent's preference on Shopping through Desktop shopping & shopping through Mobile Application. The researcher has collected the information through questionnaire where 60 respondents are reviewed out of which 2 respondents denied about online shopping.

Table 1.1

Correlations

		Have you ever made online shopping?	Economical Class
Have you ever made online shopping?	Pearson Correlation	1	.068
	Sig. (2-tailed)		.605
	N	60	60
Economical Class	Pearson Correlation	.068	1
	Sig. (2-tailed)	.605	
	N	60	60

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

Table 1.1 represents the table of correlations where two variables – online Shopping and economic class are positively correlated (r= .068, p = .605). There is higher relation between these two variables which is insignificant. We should accept H0 and rejected H1. So the researcher can say that there is no significance difference between online shopping & Economic Class.

H0: There is no significance difference between shopping through mobile application & website

H1: There is a significance difference between shopping through mobile application & website

To find out the popularity of mobile application with 5 scale rating between good to bad and comfort level of respondents to compare among different websites, the question is raised to respondents like give your view Mobile application of E-Commerce web site with five options between good to bad

& which option gives you comfort to compare between different web site (it may be for price comparison or product comparison) close end options are given like Desktop/ PCs or Mobile App.

Table 1.2

Correlations

		Have you ever shopped through Mobile Application	Give your View on Mobile application of E - Commerce Website
Have you ever shopped through Mobile Application	Pearson Correlation	1	.432**
	Sig. (2-tailed)		.001
	N	58	58
Give your View on Mobile application of E - Commerce Website	Pearson Correlation	.432**	1
	Sig. (2-tailed)	.001	
	N	58	58

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

Table 1.2 represents the table of correlations. Where two variables – Shopping through Mobile Application and E- Commerce Websites– are positively correlated (r= .432, p = .001). There is moderate relation between these two variables which is significant. We will accept H1 and reject H0. So I can say that there is a significance difference between shopping through mobile application & website

H0: There is no significance difference between Shopping through Mobile Application & Discount

H1: There is a significance difference between Shopping through Mobile Application & Discount

To check the level of significance between shopping from mobile as an e shopping tool & the promotional scheme given by the companies to promote the mobile app. The researcher collected

information through two separate questions like have you ever shopped through mobile application? & did you find any special discount if you purchase through mobile app?

Table 1.3

Correlations

		Do you find any special Discount if you prefer Mobile as a tool	Have you ever shopped through Mobile Application
Do you find any special Discount if you prefer Mobile as a tool	Pearson Correlation	1	.025
	Sig. (2-tailed)		.854
	N	58	58
Have you ever shopped through Mobile Application	Pearson Correlation	.025	1
	Sig. (2-tailed)	.854	
	N	58	58

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

Table 1.3 represents the table of correlations. Where two variables – Mobile Application and Discount– are positively correlated (r= .025, p = .854). There is higher relation between these two variables which is insignificant. We will accept H0 and reject H1. So I can say that There is no significance difference between online shopping & Discount.

FINDING & CONCLUSION:

- During this research the first finding is that almost all among youth are aware about the e shopping concept.

- As a part of general finding the researcher may conclude that Amazone.com & Flipkart.com are most preferred web sites on the ground of reliability & large coverage.

- Electronic gazettes and Home Apparels are the most preferred things to be bought by the customers through online shopping. The customers can see the great difference in market price and online market price.

- Gathering the data from the respondents, the researcher found that desktop/PC/ Laptop is more comfortable to shop, due to security reasons. It is also found that they don't prefer Mobile as tools only if they are suppose to pay online.

- Cash on Delivery which is unique to India is most preferred Payment Option. And the most of the customers choose the same option when they make online shopping.

- Village respondents are more comfortable to make shopping online due to unavailability of things in village. So it is a good option to them but if their pin codes are also getting coverage.

- Youth as well as many other respondents are aware of using Mobile Application. So it is a good option for those who don't have facility of Desktop, PC, and Laptop.

- It is quite 50-50 that respondents prefer to shop through Desktop but they emphasis to buy through mobile; here the researcher can assume that it may be to avail special discount.

LIMITATIONS OF THE STUDY:

- During the research only Patan District youth is focused with the small sample size of 60 is the first limitation to the study.

- Data is collected through the questionnaire; the researcher took proper care whether the provided information isn't improper.

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