Satisfaction Level of Tourists towards Online Shopping with reference to Puducherry

P.BALASUBRAMANI
PhD Research Scholar,
Dep. Of Business Administration,
Annamalai University,
Annamalai nager, Chidambaram- 608001,
Tamilnadu, India.

DR.A.RAJAMOHAN
Professor,
Dep.Of Business Administration
Annamalai University,
Annamalai nager, Chidambaram,
Tamilnadu, India.

Abstract
The paper describes the advantages, benefits and features of online shopping in public and private enterprises in puducherry. While the concept of online shopping is prevalent in the tourism and travel industry, it is difficult to promoting and in an operating environment where the entire business strategy is based on an “online” system for flexible traveling. Present here the study of e-based services in travel and tourism industry especially online shopping in tourism industry like hotel, motel, and etc., its successful online shopping implementation strategy and how it’s made tourist satisfaction towards e-shopping. First we describe online shopping benefits and futures provided by tourism and travel industry briefly differentiate two closely related industries. Then the analysis shows tourist satisfaction through online shopping in puducherry. Online shopping is user-friendly, convenient, trust and security to saving lot of things to tourist. Finally we conclude by satisfaction of tourist towards online shopping in puducherry.

Key words: online shopping, benefits and feature of online shopping, important online shopping website, tourist satisfaction towards online shopping.

I. Introduction of online shopping
Online shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores. In fact, people can purchase just about anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store. Many people choose to conduct shopping online because of the convenience. For example, when a person shops at a brick-and-mortar store, she has to drive to the store, shop until she locates the products she needs.

Definition
Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. An online shop, e-shop, e-store, internet shop, web-shop, web-store, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping centre. The process is called Business-to-Consumer (B2C) online shopping. When a business buys from another business it is called Business-to-Business (B2B) online shopping. (Liang and Lai 2000).

Introduction of Puducherry
The Union Territory of Puducherry (formerly known as Pondicherry) comprises four coastal regions viz- Puducherry, Karaikal, Mahé and Yanam. Puducherry, Karaikal and Yanam are situated on the East Coast, while

II. Important Shopping In Puducherry
- Anglo French Textiles, Shrutti Show Room, Mission Street
- Neelgris, Mission Street.
- Ammudasurabi, M.G Road.
- Pudumai, Splendor, Beach Road.
• Sunday Market, M.G. Road & J.N. Street.
• Casablanca, Near Balaji Theater.
• Auroville Boutique, J.N. Street.
• AuroShika, Rue de la Marine.
• Hand Made Paper Factory, S.V. Patel Salai.

**Important Online shopping web sites**

- Grab The Best Everyday Online Deals Share. Shop & Save Up to 90%  
  www.dealsandyou.com/Shopping-deals
- Huge Selection of Items, Discount Prices. 100% Safe-Reliable Delivery  
  www.HomeShop18.com
- Always the Best Deals in Your City. Heavy Discount. Shop Risk Free Now!  
  www.snapdeal.com
- Shop till you drop. Search & find stores & malls in your city now.  
  www.Getitmalls.com/find malls
- Choose from Huge Range of Branded Products with great Offers. Buy Now  
  www.Shopping.Indiatimes.com

**Online customers use to make payments**

- Debit card
- Credit card
- Billing to mobile phones
- Direct debit in some countries
- Electronic money of various types
- Gift cards
- Postal money order
- Wire transfer/delivery on payment

**III. Benefits of online shopping**

Online shopping is one of the greatest aspects of the internet today. By choosing to shop online you will be able to enjoy many benefits, some of which are self-explanatory, others that are not so apparent. With this article, we will begin with the less apparent benefits of online shopping. Many people are unaware that they have the ability to save even more money by shopping at an online retailer. You see, just as actual department stores are always in competition with each other, so are online retailers. They all fight among each other in order to offer consumers the best deal, in order to lure them to their products.

With online shopping, you, the consumer, benefit greatly from this never ending battle of the retailers. Everyone is always in search for a great deal, online shopping can offer you just that. Another excellent example of the money saving benefit is what is called "Online ONLY" deals. These are deals that are typically offered by retailers that also possess offline sales structures. The benefit of this is that they will often offer extensive discounts and savings only to those who purchase specific items online.

Other benefits that only online shopping can offer you include the ability to avoid the holiday rush, the waiting in line, the weather elements, traffic, and having to carry all of the shopping bags around. Sounds relaxing do it not? It should, often times shopping within a mall or department store can become such a hassle that it is not as fun as it once You should take advantage of online shopping for a variety of reasons such as, saving time - you do not have to drive anywhere, you can often purchase an item(s) with just a simple click of a button. You can stay within the comfort of your home and find that perfect gift no matter if it is rare or readily available. If you have not joined the ever growing population of online shoppers, this is your opportunity. With online shopping, you save money, time, and effort all with the click of a mouse.

**IV. Statistics of online customers in the world**

Online sales are expected to hit $211 billion this year. That is a rise of 20 percent over last year and comes just three years after the industry hit the $100 billion milestone, according to the 2006 State of Retailing Online report from Shop.org and Forrester Research.

**Online customers**

In recent years, online shopping has become popular. In order to shop online, you must have access to a computer as well as a credit card or debit card. Shopping has evolved with the growth of technology. According to research found in the Journal of Electronic Commerce, if one focuses on the demographic characteristics of the in-home shopper, in general, the higher the level of education, income, and occupation of the head of the household, the more favorable the perception of non-store shopping.


**Online Consumer expectations**

The main idea of online shopping is not just in having a good looking website that could be listed in a lot of search engines or the art behind the site. It also is not only just about disseminating information, because it is also about building relationships and making money. A majority of consumers choose online shopping for a faster and more efficient shopping experience. Organizations, which want people to shop more online with them, should consume
extensive amounts of time and money to define, design, develop, test, implement, and maintain the website. Organizations that want to keep their customers or gain new ones should try to get rid of all mistakes and be more appealing to be more desirable for online shoppers. And this is why many designers of web shops consider research outcomes concerning consumer expectations. Research conducted by Elliot and Fowell (2000) revealed satisfactory and unsatisfactory customer experiences.

**Consumer Satisfaction in online shopping**

Consumer satisfaction is the focus of the investigation in only three articles. It can be defined as the extent to which consumers’ perceptions of the online shopping experience confirm their expectations. Most consumers form expectations of the product, vendor, service, and quality of the website that they patronize before engaging in online shopping activities. These expectations influence their attitudes and intentions to shop at a certain Internet store, and consequently their decision-making processes and purchasing behavior. If expectations are met, customers achieve a high degree of satisfaction, which influences their online shopping attitudes, intentions, decisions, and purchasing activity positively. In contrast, dissatisfaction is negatively associated with these four variables (Ho and Wu 1999; Jahng et al. 2001; Kim et al. 2001).

**IV. Research Methodology**

The present study is based on primary and secondary data. Primary data have been collected from 100 respondents through structured questionnaires. The respondents comprise of both foreign and domestic tourists to Puducherry. Secondary data have been collected from various books, magazines, journals, news papers and websites.

**A. Sampling Method**

The sampling technique followed in this study is non-probability convenient sampling. Simple random techniques are used to select the respondent from the available database. The intent of this research is to analyze the importance of the satisfaction of tourist towards online shopping with reference to puducherry.

**B. Research Design**

This research work is designed to arrive at relevant, accurate, reliable, valid and current inferences to identify and address the issues. The present paper attempts to draw concrete recommendations to aid destination planners and designers in Puducherry as regards enhancing the management techniques in tourism the study evaluates the important and advantages of online shopping to tourist and its offered to the tourists in the context of satisfaction of tourists towards online shopping in puducherry.

**C. Objectives of the study**

- To known about the online shopping.
- To known about benefits and advantages of online shopping.
- To know about the satisfaction level of tourist towards online shopping in puducherry.

**D. Major Hypotheses**

- **H0**: There is no significant relationship between tourist satisfactions towards online shopping in Puducherry.
- **H1**: There is a significant relationship between tourist satisfactions towards online shopping in Puducherry.

**E. Review of Literature**

Na Li and Ping Zhang, Syracuse University, (2002): the study entitled “Consumer Online Shopping Attitudes and Behavior: An Assessment of Research” In this paper, the author has defined a general framework to analyze the online shopping consumer attitude and behavior. The current status of studies of online shopping attitudes and behavior is investigated through an analysis of 35 empirical articles found in nine primary Information Systems (IS) journals and three major IS conference proceedings. Taxonomy is developed based on our analysis. A conceptual model of online shopping is presented and discussed in light of existing empirical studies. Finally they conclude by attitudes, intention to shop, decision making, online purchasing and customer satisfaction towards online shopping.

Mary Wolfinbarger, Mary Gilly, University of California Irvine: the study entitled “Consumer Motivations for Online Shopping” The main aim of the study However, goal oriented motives are more common among online shoppers than are experiential motives. This study investigates the motivation of online business and also concluded the process and way of online purchasing behavior and the motivation.

**F. Scope of the Study**

Tourism in many a destination is instrumental in effecting an economic boom. Branding of destinations is of utmost importance given the business environment. Creating an image and maintaining it depends on the facets of management online shaping in tourism industry. The scope of the study includes analyses of the contemporary status of e-tourism marketing and online shopping importance and benefits to the tourism its concerns in
puducherry. The study also evaluates the advantage of online shopping and the e-based marketing to improvement of destination development in tourism organization.

G. Area of Research

The research work has been carried out in the main city of Puducherry and does not cover the territorial administration in Karaikal, Mahe and Yanam as they are just emerging destinations. The study focuses on Pondicherry Tourism Development Corporation (PTDC) and the Private tourism enterprises in Puducherry. The major potentials and advantages of planned and controlled online shopping promotion and making satisfaction of tourist in Puducherry configures in this work.

H. Questionnaire Construction

The questionnaire for the research was divided into two parts: the first part deals with the demographic data of the respondents and the second part of the questionnaire includes the variables pertaining to various dimensions of satisfaction of tourist towards online shopping in tourism industry in the form of independent statements. These statements are measured through the five point Likert scale.

7. Result & discussion

Data analysis

Table -1

Under the table shows demographic data of the Respondents and mean, Median.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Mean</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>2.15</td>
<td>2.00</td>
</tr>
<tr>
<td>Gender</td>
<td>1.47</td>
<td>1.00</td>
</tr>
<tr>
<td>Marital status</td>
<td>1.59</td>
<td>2.00</td>
</tr>
<tr>
<td>Education</td>
<td>1.89</td>
<td>2.00</td>
</tr>
<tr>
<td>Field of work</td>
<td>3.10</td>
<td>4.00</td>
</tr>
<tr>
<td>Monthly income</td>
<td>1.95</td>
<td>2.00</td>
</tr>
<tr>
<td>Nationality</td>
<td>1.34</td>
<td>1.00</td>
</tr>
<tr>
<td>Frequent Traveller</td>
<td>1.37</td>
<td>1.00</td>
</tr>
</tbody>
</table>

Table – 2

Table Shows ANNOVA Value for Demographic Value and defining variables overall considering

<table>
<thead>
<tr>
<th>Variables</th>
<th>F-value</th>
<th>p-value</th>
<th>Significant/Not Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>age</td>
<td>1.819</td>
<td>.049</td>
<td>significant</td>
</tr>
</tbody>
</table>

I. Data Collection

The study is broadly conceptual and descriptive in certain aspect, and the primary data was collected from respondents using structured questionnaires. The sample size for the study is 100 and all the items in each questionnaire were measured with a 5-point interval scale, i.e., 1=strongly agree to 5=strongly disagree. The researcher had met the respondents individually with questionnaires and collected the requisite information by interacting with them. In order to supplement the primary data, the researcher had also collected the secondary sources from books, journals, published articles, websites, India tourism, and statistical reports and data from Pondicherry Tourism and the private organizations.

J. Statistical Techniques

The data collected from the above sources were analyzed with the help of SPSS .16. Mean, median, standard deviation and frequency analysis are done with help of SPSS software. The data were analyzed by cross-tabulation. Graphical presentation of the results is featured for better understanding of the output.

<table>
<thead>
<tr>
<th>Gender</th>
<th>.998</th>
<th>.463</th>
<th>Not significant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>1.621</td>
<td>.090</td>
<td>Not Significant</td>
</tr>
<tr>
<td>Occupation</td>
<td>1.342</td>
<td>.201</td>
<td>Not significant</td>
</tr>
<tr>
<td>Monthly income</td>
<td>.774</td>
<td>.694</td>
<td>Not significant</td>
</tr>
<tr>
<td>Nationality</td>
<td>2.189</td>
<td>.014</td>
<td>significant</td>
</tr>
<tr>
<td>Marital statues</td>
<td>1.008</td>
<td>.454</td>
<td>Not significant</td>
</tr>
<tr>
<td>Frequent traveler</td>
<td>2.298</td>
<td>.010</td>
<td>Significant</td>
</tr>
</tbody>
</table>

You can see from the output that the ANNOVA value is significant (p<.05). There are significant significance differences in the demographic data of the tourists towards online shopping, and the results show that tourist largely undecided on these issues.

According the table there is significant relationship between tourist’s age and satisfaction of tourist towards online shopping ANNOVA F- value 1.819 with a significance value .049. At the level of .05.

There is no significant relationship between tourist’s gender and satisfaction of tourist towards online shopping. ANNOVA F- value .998 with a significance value .463. At the level of .05.
There is no significant relationship between tourist's qualification and satisfaction of tourist towards online shopping. ANNOVA F-value 1.621 with a significance value .090. At the level of .05.

There is no significant relationship between tourist’s occupation and satisfaction of tourist towards online shopping. ANNOVA F-value 1.342 with a significance value .201. At the level of .05.

There is no significant relationship between tourist’s monthly income and satisfaction of tourist towards online shopping. ANNOVA F-value .774 with a significance value .694. At the level of .05.

There is no significant relationship between tourist’s nationality and satisfaction of tourist towards online shopping. ANNOVA F-value 2.189 with a significance value .014. At the level of .05.

There is no significant relationship between tourist’s marital status and satisfaction of tourist towards online shopping. ANNOVA F-value 1.008 with a significance value .454. At the level of .05.

There is no significant relationship between tourist’s frequent traveler and satisfaction of tourist towards online shopping. ANNOVA F-value 2.298 with a significance value .010. At the level of .05.

**Findings and recommendation**

- Provisions of online shopping facilities are available in Puducherry.
- There is a significant difference of opinion towards online shopping in terms of demographic factors. Foreign tourists have a higher level of satisfaction than domestic tourists. The advertisement and awareness are dishonest.

**Recommendation**

- Awareness of online shopping is low among the rural tourist.
- Improve more awareness regarding online protection and security to both international and domestic tourist.

**Conclusion**

In this paper, it has argued that the satisfaction level of tourists towards online shopping. The core argument of this paper is to build conceptualization of online shopping in Puducherry and its benefits and importance also explained in this paper. Focus of online shopping in tourism industry. And its have essential thing of tourism development in India. And also found the challenges and its impact of online shopping in Puducherry. As per the analyze and the interpretation showing the present position of online shopping in Puducherry.

**References**


7) Elliot and Fowell (2000) he conducted a survey "online consumer expectation".


19) Mary Wolfinbarger, Mary Gilly, University of California Irvine “Consumer Motivations for Online Shopping”


**Websites**

1. www.wikipedia.com
2. www.nic.in/Pondicherry
3. www.pon.nic.in
4. www.2dix.com
5. www.googleschoar.com