

A STUDY ON THE INFLUENCE OF TECHNOLOGY IN e-RETAILING OPERATIONS IN PONDICHERRY

Master of Business Administration

by

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DEPARTMENT OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY (DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC I 12B Status by UGC I Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

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DEPARTMENT OF MANAGEMENT STUDIES BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of HARIHARAN R S (40410064) who carried out the project entitled “A STUDY ON THE INFLUENCE OF TECHNOLOGY IN e-RETAILING OPERATIONS IN PONDICHERRY” under my supervision from December 2021 to March 2021.

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submitted for viva voce held on _____

INTERNAL EXAMINER

EXTERNAL EXAMINER

DECLARATION

HARIHARAN R S (40410064) hereby declare that the Project Report entitled “A STUDY ON THE INFLUENCE OF TECHNOLOGY IN e-RETAILING OPERATIONS IN PONDICHERRY” done by me under the guidance of **Dr.Thamilselvan.R** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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SIGNATURE OF THE CANDIDATE

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ABSTRACT

E-Retailing plays a crucial role within the country's GDP it accounts for about 10%. With the arrival of the virtual era the web has brought a drastic change within the buying behavior of the consumers. the target of this study is to seek out the matter faced by the retailers, and what sorts of remedies are taken by them to face things. Another object is to seek out the perception regarding in future what they're going to neutralize the end of the day. The study is undertaken to understand the issues of the local retailers conduct a survey through primary data collected from a sample of fifty retailers in Pondicherry. For data analysis one sample t-test is applied through SPSS software. the most findings of the study are there's a decrease in sales, a decrease in profit due to online shopping. Most of the purchasers come to go to the shop for shopping purposes, and that they buy an equivalent product through online due to more attractive offers available online this is often an alarming situation for the local retailers. Thus, retailers need to cope up with this example by changing their traditional policies at this point. Retailers got to change their selling policy wish to provide value added services, fast and quick home delivery as compared to online shopping.

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CHAPTER-1 INTRODUCTION

1.1INTRODUCTION

e-Retailing is buying the products and services using the web. After 1991, globalization arrival of e-retailing in India online shopping is adopted by most of the consumers due to various advantages like all time and convenient shopping without going anywhere. There are various reasons to adopt technology due to busy life, relatives size, heavy traffic and lots of more reasons made it's mandatory to follow the technology India is on 2nd rank on online shopping through mobile devices that shows e- shopping has come as a boon for consumers in India on the opposite side local retailers face many problems like sales has gone down by around 80% over the past two or three years, less margin of profit, increasing debt. Burden, reduce prices thanks to high competition and verge of closure To match this situation there are various ways retailers can strategically mitigate and ultimately offset the negative impact of e- retailing Retailers got to become more competent omnichannel operators to see the losses .Local retailers can take the web as a chance and that they can find some new ways to use e- commerce strategically differentiate offerings and build competitive advantage within the market .

1.2 STATEMENT OF THE PROBLEM

- To study the influence of technology on the performance of e Retail store.

1.3INDUSTRY PROFILE

- E-retailing has transformed the way business is completed in India. The Indian E-retailing market is predicted to grow to US\$ 111.40 billion by 2025 from US\$ 46.2 billion as of 2020. By 2030, it's expected to succeed in US\$ 350 billion. By 2021, total e-retailing sales are expected to succeed in US\$ 67-84 billion from the US\$ 52.57 billion recorded in 2020.India's e-retailing market is predicted to succeed in US\$ 111 billion by 2024 and US\$ 200 billion by 2026.Much of the expansion for the industry has been triggered by a rise in internet and smartphone penetration.
- As of July 2021, the amount of internet connections in India significantly increased to 784.59 million, driven by the 'Digital India' program. Out of the entire internet connections, ~61% connections were in urban areas, of which 97% connections were wireless. According to NASSCOM, despite COVID-19 challenges/disruptions, India's e-retailing market continues to grow at 5%, with expected sales of US\$ 56.6 billion in 2021.Propelled by rising smartphone penetration, launch of 4G network and increasing consumer wealth, the Indian E-retailing market is predicted to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017.
- Online retail sales in India is predicted to grow 31% to the touch US\$ 32.70 billion in 2018, led by Flipkart, Amazon India and China and therefore the US, India had the third-largest online shopper base of 140 million in 2020.Indian consumers are increasingly adopting 5G smartphones even before roll out of the next-gen mobile broadband technology within the country. Smartphone shipments reached 150 million units and 5G smartphone shipments crossed 4 million in 2020, driven by high consumer demand post-lockdown. consistent with a report published by IAMAI and Kantar Research, India internet users are expected to succeed in 900 million by 2025 from ~622 million internet users in 2020, increasing at a CAGR of 45% until 2025.In October 2021, the e-retailing sales reached US\$ 4.6 billion, supported by the festival season in India.

1.4 COMPANY PROFILE

Amazon is an American multinational technology company which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It has been referred to as "one of the most influential economic and cultural forces in the world" and is one of the world's most valuable brands. It is one of the Big Five American information technology companies, alongside Alphabet, Apple, Meta, and Microsoft. Amazon was founded by Jeff Bezos from his garage in Bellevue, Washington on July 5, 1994. Initially an online marketplace for books, it has expanded into a multitude of product categories: a strategy that has earned it the moniker The Everything Store. It has multiple subsidiaries including Amazon Web Services (cloud computing), subscribers worldwide. It is the second-largest private employer in the United States.

Flipkart is an Indian e-commerce company, headquartered in Bangalore, Karnataka, India, and incorporated in Singapore as a personal Ltd. The company initially focused on online book sales before expanding into other product categories like consumer electronics, fashion, home essentials, groceries, and lifestyle products. The service competes primarily with Amazon's Indian subsidiary and domestic rival Snapdeal. As of March 2017, Flipkart held a 39.5% market share of India's e-commerce industry. Flipkart has a dominant position in the apparel segment, bolstered by its acquisition of Myntra, and was described as being "neck and neck" with Amazon within the sale of electronics and mobile phones.

BigBasket is an Indian online grocery delivery service. The company primarily delivers grocery goods found in convenience stores, home essentials and food supplies to its customers. BigBasket was founded in December 2011 and has its headquarters in Bengaluru, India. As of 2022, BigBasket caters mainly to tier 3 and tier 4 towns with its community group buying approach, wherein users can create groups through messaging and social media platforms to shop for products at reduced prices. Reports also emerged within the same year that BigBasket plans to roll out an express delivery service called BB Now to focus more on quick commerce, wherein goods are delivered within 15 to half-hour upon the location of orders.

1.5 OBJECTIVES OF THE STUDY

- To examine the impact of online shopping on retail business.
- To study inf of technology in increasing the visibility of e retail store.

1.6 SCOPE OF THE STUDY

- After analyzing the various literature review and reports we found that the present shopping scenario is completely different after 1991.
- The study shows the technological impact of e-shopping on local retailers
- The study also discussed problems faced by them due to the advent of online shopping and how they can cope up with new challenges by making new challenges.

1.7LIMITATIONS OF THE STUDY

- The sample size is small.
- The demographical variables effect on the depending variables are not studied.
- The data is collected on the online forms rather than on a guide.
- Brief study due to less time duration.

1.8CHAPTER OF FRAMEWORK

CHAPTER 1: INTRODUCTION: The chapter consists of introduction, industry profile, company profile, statement of the problem, objectives of the study, scope of the study, Limitations of the study.

CHAPTER 2: REVIEW OF LITERATURE This chapter consists of research paper of authors who had been conducted the research study on e-retailing operations.

CHAPTER 3: RESEARCH METHODOLOGY This chapter consists of research methodology, sampling technique, sample size, Statistical tools and hypothesis of study.

CHAPTER 4: DATA ANALYSIS This chapter consists of analysis which is collected through questionnaire.

CHAPTER 5: FINDINGS, SUGGESTIONS AND CONCLUSION This chapter consists of findings, suggestions and conclusion of the study.

CHAPTER 2

LITERATURE REVIEW

2.1 Review of literature

wetevreden & van Rietbergen, 2009 showed evidence that the impact of e-shopping varies among shopping centers, they found that shop accessibility and travel time are two important factors that influence the buyers decision and not to go for in-store shopping.

Saha, 2015 has highlighted the impact of the increasing trend of online shopping over the various fixed shop retailers. Retailers are afraid of uncertainty because of the emerging of E-stores with their attractive offers and wide verities. This study has enlightened the scenario along with some concrete suggestions.

Schiffing et al., 2015 explored in their study that the effects of increased virtual mobility on local shops in small communities there should be a balance between online and offline shopping that is helpful for both consumers and retailers. They also encouraged further inter-business to build up the competitive position of small retailers and thus ensure their capability.

Shantanu & Arvind, 2014 focused on online retailers and they emphasized nurturing online retail shops as an effective tool for business excellence and they get competitive advantage expressed in contemporary business format. They compared online retailers with the traditional retailers in India it is highly irregular, out of order, and is at a growing stage.

Cost, 2016 found in his study reasons for online shopping includes time saving, 24*7 shopping, convenience shopping, low prices in comparison to offline shopping and at online shopping variety of products and choices are available so customer more prefers online shopping. Reasons behind the low prices of online products can be of cheap quality of products, second hand or duplicate products and less number of middlemen available.

Dahiya, 2017 has examined that after the arrival of e-commerce our life has become more convenient because of its number of advantages. But e-commerce has a bad impact on offline retailers because they have to spend more money on maintaining the stock in big warehouses and spend more in advertisement to fulfill the survival costs a lot.

Karthikeyan, 2017 has enumerated various problems faced by the retail traders after the changing behavior of the customers towards online shopping. Retailers are facing a greater challenge in upgrading themselves for their survival. The study was based on primary data.

Harchekar & Kandalgaonkar, 2018 investigated that there is a long chain of middlemen in offline business this results increase in cost. So the retailers are using new technology because of the changing buying behavior of the consumers. This is enabled retailers to survive in the competition and consumers can enjoy the number of benefits.

Hart, Doherty & Ellis-Chadwick, (2000) proposed that internet is becoming a major new retail format replacing the traditional fixed location stores. Also, Doherty & Ellis-Chadwick, (2010) have presented a holistic review of the impact of Internet retailing and evaluated the trends in Internet retailing. Many researchers have studied the key reasons for this shift in the retailing state.

Monsuwe, (2004) has proposed that online shopping intentions are not only affected by ease of use, usefulness and enjoyment but also by exogenous factors like customers' traits, situational factors, product characteristics, previous online shopping experience and trust with the E-Retailer.

Bonera, (2011) has proposed that online purchase intention is influenced by playfulness, followed by the perceived security and usefulness. The study has also suggested that E-Retailers should increase the potential for participation, engagement, interaction and fun in their websites.

AlGhamdi, Drew & Alfaraj, (2011) suggested the factors for E-Retailing as inhibitors including physical inspection, e-commerce regulations, privacy, online purchase experience, trust, delivery, online payment and website design and enablers which support online shopping including existence of a physical shop besides the online shop, government support, competitive prices, existence of online payment options other than credit cards, owning a home mailbox, easy to understand e-retailer's website.

Ladhari, (2010) suggested that dimensions of E-Service quality have to be changed depending on the service industry since there are many limitations attached with the applicability of some generalized model to be taken to measure E-Retail services
Equal

CHAPTER-3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

The research is descriptive in nature. From the literature review it is very cleared that there was no previous research done on the influence of technology in e-retailing operations.

3.2 SOURCES OF DATA

The research uses both primary and secondary data.

3.2.1 Primary Data

Primary data has been collected from 200 respondents using questionnaire (survey method)

3.2.2 Secondary Data

Secondary data was collected from reviewing various literature related to e-retailing.

3.3 STRUCTURE OF QUESTIONNAIRE

The questionnaire has been framed and circulated to collect primary data. The questionnaire contains

- Direct questions
- Close end questions
- Dichotomous questions
- Multiple choice questions

3.4 SAMPLE SIZE

The population size is indefinite as the number of people investing in different investment options is large in number. It is difficult to access the population. The sample size is 200. The respondents are from various locations spread across Pondicherry.

3.5 SAMPLING TECHNIQUE

Sampling technique is the technique used to select the sample size. Convenient sampling technique is used for this research. The respondents are from various locations spread across the country.

3.6 PERIOD OF STUDY

The study was conducted for a period of 3 months starting from December 2021 to March 2022.

3.7 STATISTICAL TOOL

- Chi-square
- ANOVA
- Correlation

3.8 HYPOTHESIS TESTING

H1: There is influence of technology on the perform of organization

H1: There is influence of technology on the increasing visibility of e-retail store.

CHAPTER- 4

DATA ANALYSIS AND INTERPRETATION

TABLE 4.1.1 GENDER

S.NO	GENDER	NO.OF. RESPONSES	PERCENTAGE
1	MALE	140	70%
2	FEMALE	60	30%
	TOTAL	200	100%

SOURCE: PRIMARY DATA

Interpretation:

70% of the respondents are male and 30% of the respondents are female,
Majority of the respondents are male.

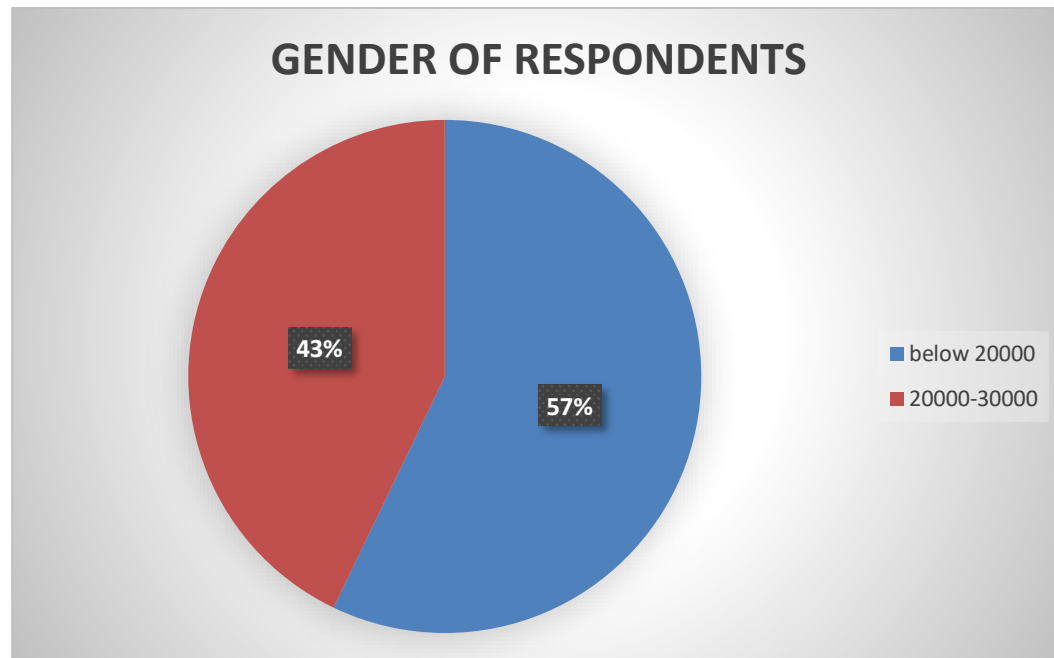


Fig 4.1 Chart depicting Gender of Respondents

TABLE 4.1.2 AGE GROUP

S.NO	AGE	NO.OF. RESPONSES	PERCENTAGE
1	18-25	67	33.5%
2	26-35	64	31.5%
3	36-45	34	17%
4	46 and above	35	18%
	Total	200	100%

SOURCE: PRIMARY DATA

Interpretation:

33.5 percentage of the respondents are aged between 18-25, 31.5 percentage of the respondents are aged between 26-35, 17 percentage of respondents are aged between 36-45 and 18 percentage of the respondents are at the age crew of above 45. Majority of the respondents were from the group between 18-25

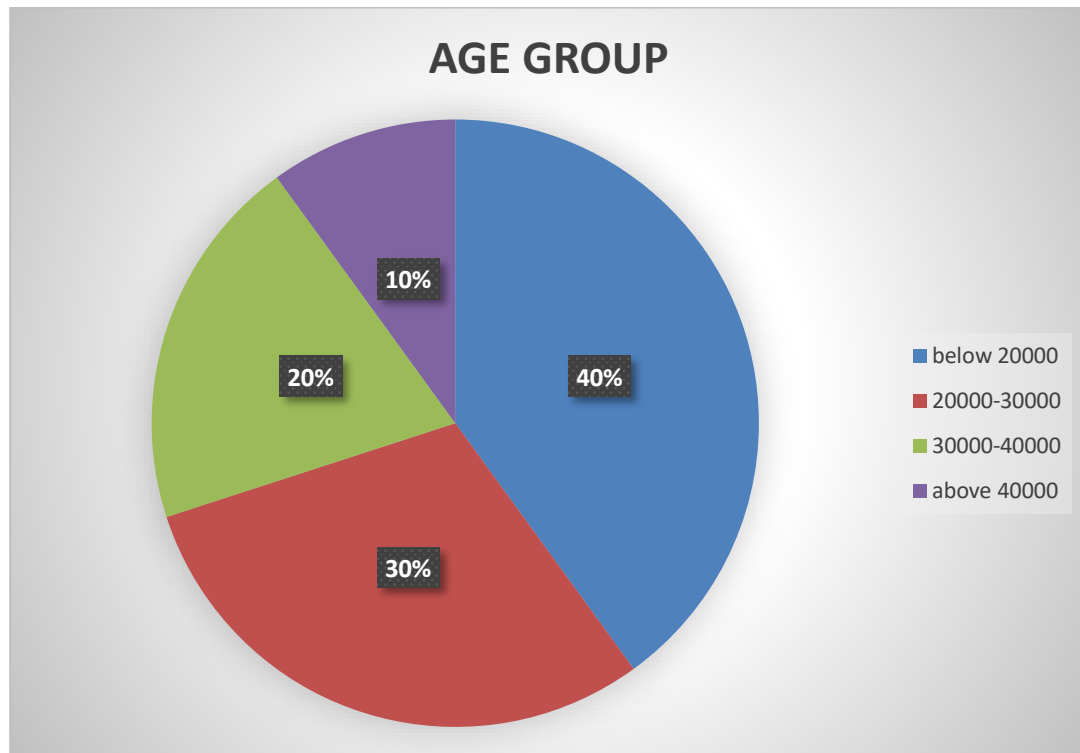


Fig 4.2 Chart depicting Age of respondents

TABLE 4.1.3 EDUCATIONAL QUALIFICATION

S.NO	EDUCATION	NO.OF. RESPONSES	PERCENTAGE
1	GRADUATE	80	40%
2	POSTGRADUATE	70	35%
3	DOCTORATE	50	25%
	TOTAL	200	100%

SOURCE: PRIMARY DATA

Interpretation:

40 percentage of respondents belong to Under graduation, 35 percentage of the respondents belong to post-graduation and the remaining 25 percentage of the respondents are Doctorates.

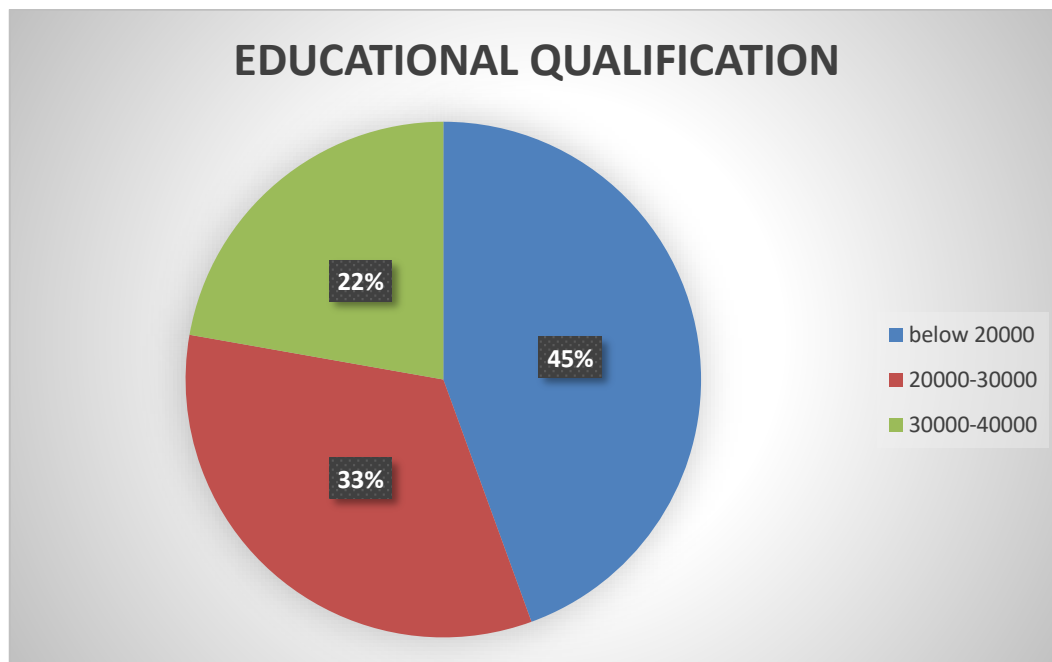


Fig 4.3 Chart depicting Educational Qualification of Respondents

TABLE 4.1.4 OCCUPATION

S.NO	OCCUPTION	NO.OF. RESPONSES	PERCENTAGE
1	Self employed	70	35%
2	Business	30	15%
3	Service	60	30%
3	Home maker	40	20%
	Total	200	100%

SOURCE: PRIMARY DATA

Interpretation:

35 percentage of the respondents were self- employed and 15 percentage of the respondents were business and 30 percentage of the respondent service and 20 percentage of the respondents Were home maker.

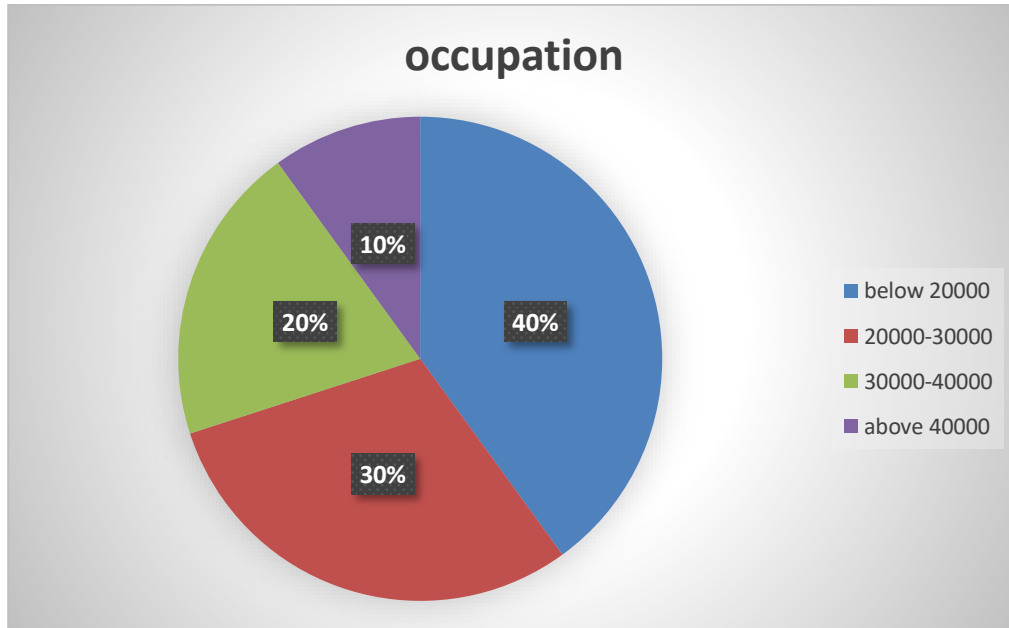


Fig 4.4 Chart depicting Nature of Employment of respondents

TABLE 4.1.5 INCOME

S.NO	INCOME	NO.OF. RESPONSES	PERCENTAGE
1	Below 20,000	80	40%
2	20,000-30,000	60	30%
3	30,000-40,000	40	20%
4	Greater than 40,000	20	10%
	Total	200	100%

SOURCE: PRIMARY DATA

Interpretation:

40 percentage of the respondents comes under the category of income below 20000, 30 percentage of the respondents comes under the category of income between 20000 – 30000, 20 percentage of the respondents comes under the category of income 3000 – 40000 and 10 percentage of the respondent comes under the category of income above 40000.

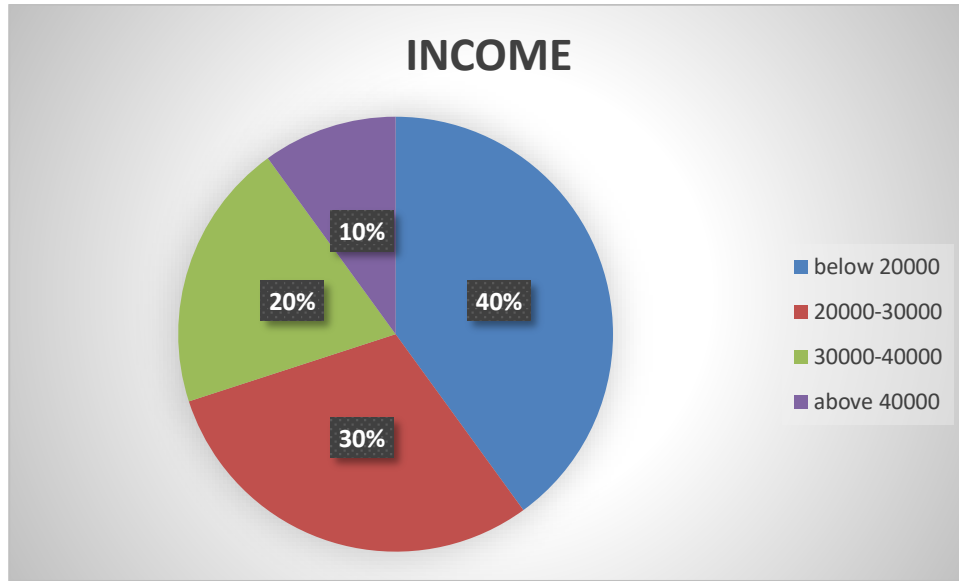


Fig 4.5 Chart depicting Annual Income of Respondents

4.1 STATISTICAL ANALYSIS

4.2.1 Correlation

- **Technology and Awareness**

			Performance	Employee Satisfaction
Spearman's rho	Technology	Correlation Coefficient	1.000	.702**
		Sig. (2-Tailed)	-	.000
		N	100	100
	Awareness	Correlation Coefficient	.602**	1.000
		Sig.(2-Tailed)	.000	-
		N	500	500
**. correlation is significant at the 0.00 level (2-tailed)				

Interpretation:

From the table, it is interpreted that the significance value is 0.00 which is less than 0.05 and less than the critical value 1, So the alternative hypothesis was accepted. Thus, There is influence on technology and awareness.

Technology and Performance

			Performance	Employee Satisfaction
Spearman's rho	Technology	Correlation Coefficient	1.000	.702**
		Sig. (2-Tailed)	-	.000
		N	100	100
	Performance	Correlation Coefficient	.602**	1.000
		Sig. (2-Tailed)	.000	-
		N	500	500
**. Correlation is Significant at the 0.01 level (2-Tailed)				

Interpretation:

From the table, it is interpreted that the significance value is 0.00 which is less than 0.05 and less than the critical value 1, So the alternative hypothesis was accepted. Thus, there is a influence on technology and performance

Technology and visibility

			Performance	Employee Satisfaction
Spearman's rho	Technology	Correlation Coefficient	1.000	.702**
		Sig. (2-Tailed)	-	.001
		N	100	100
	visibility	Correlation Coefficient		
		Sig. (2-Tailed)		
		N		
**. Correlation is Significant at the 0.01 level (2-Tailed)				

Interpretation:

From the table, it is interpreted that the significance value is 0.00 which is less than 0.05 and less than the critical value 1, So the alternative hypothesis was accepted. Thus, there is influence on technology and visibility

4.2.2 CHI SQUARE

Technology and Awareness

		Chi-square and df	Fisher's Exact Test	Total
	Technology	Pearson	Sig 2 sided	
Awareness	Strongly agree	5.0 and 5.5	.001	60
	Agree	5.0 and 5.65	.001	140
• Total				200

Interpretation:

From the table, It is interpreted that the significance value is 0.001, which was less than 0.5, So the alternative hypothesis was accepted with the chi square value 5.0 and 5.5. Thus, there is influence between technology and awareness

Technology And Performance

		Chi-square and df	Fisher's Exact Test	Total
	Technology	Pearson	Sig 2 sided	
Performance	Strongly agree	7.5 and 6.5	.001	110
	Agree	7.5 and 6.5	.001	90
Total				200

Interpretation:

From the table, it is interpreted that the significance value is 0.001, which was less than 0.5, So the alternative hypothesis got accepted with the chi square value 7.5 and 6.5. Thus, there is influence between technology and performance

Technology and visibility

		Chi-square and df	Fisher's Exact Test	Total
	Technology	Pearson	Sig 2 sided	
Visibility	Strongly agree	6.0 and 4.8	.001	90
	Agree	6.0 and 4.8	.001	110
Total				200

Interpretation:

From the table, it is interpreted that the significance value is 0.001, which was less than 0.5, So the alternative hypothesis was accepted with the chi square value 6.0 and 4.8. Thus, there is influence between technology and visibility

4.2.3 ANOVA

Purchase Determination		Sum of Squares	Df	Mean Square	F	Sig.
Technology	Between Groups	1.783	10	.594	5.312	.001
	Within Groups	55.505	190	.122		
	Total	57.288	200			
Awareness	Between Groups	1.739	10	.580	5.108	.002
	Within Groups	56.283	90	.113		
	Total	58.022	100			
performance	Between Groups	1.703	9	.568	4.935	.002
	Within Groups	57.049	91	.115		
	Total	58.752	100			
visibility	Between Groups	1.783	8	.594	5.312	.001
	Within Groups	55.505	92	.112		
	Total	57.288	100			

- Results states that, there is a relationship between dependent variable and independent variable because of the strong F value, which was greater than the significance value
- Awareness $5.108 > 0.002$, performance $4.935 > 0.002$, visibility $5.312 > 0.001$,
- So the alternative hypothesis got accepted.

CHAPTER 5

Findings, Suggestions, Conclusion

5.1 Findings

- 70% of the respondents are male and 30% of the respondents are female,
- 33.5 percentage of the respondents are aged between 18-25, 31.5 percentage of the respondents are aged between 26-35, 17 percentage of respondents are aged between 36-45 and 18 percentage of the respondents are at the age group of above 45
- 40 percentage of respondents belong to Under graduation, 35 percentage of the respondents belong to post-graduation and the remaining 25 percentage of the respondents are Doctorates.
- 35 percentage of the respondents were self- employed and 15 percentage of the respondents were business and 30 percentage of the respondent service and 20 percentage of the respondents were home maker.
- 40 percentage of the respondents comes under the category of income below 20000, 30 percentage of the respondents comes under the category of income between 20000 – 30000, 20 percentage of the respondents comes under the category of income 30000 – 40000 and 10 percentage of the respondent comes under the category of income above 40000.

5.2 SUGGESTION

- 92 of retailers accepted that there's an increase in window shopping and client bought the same composition online. So retailers should convert the client by furnishing further verity, after deals services, and satisfy the client.
- Retailers should apprehensive of the client about duplicate or alternate hand products deliver at online shopping and give them knowledge regarding online fraud.
- Retailer should change their selling policy like give value added services, fast and quick home delivery in comparison to online shopping
- Out of stock items can made available as soon as possible and intimate the needed customers.
- Delivery services can be improved mainly in rural areas by selecting appropriate courier service which has services in customer area for dispatching an item.

5.3 CONCLUSION

- This study is based on the consumer behavior analysis which serves a great idea regarding consumer perception when they go for online shopping.
- In order to satisfy themselves consumer perceive many things before online buying product and they will be satisfied if the company meet their expectations.
- There is a wide acceptance of e commerce in world due to the internet facilities available.
- E-retailing supports the relationship between the customers and companies.

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A STUDY ON THE INFLUENCE OF TECHNOLOGY IN E-RETAILING OPERATIONS IN PONDICHERRY

40410064_HARIHARAN R S

1. GENDER

Mark only one oval.

☐ MALE

☐ FEMALE

2. AGE

Mark only one oval.

☐ 18-26

☐ 27-35

☐ 36-44

☐ 45-55

3. EDUCATIONAL QUALIFICATION

Mark only one oval.

☐ GRADUATE

☐ POST GRADUATE

☐ DOCTORATE

4. OCCUPATION

Mark only one oval.

- ☐ BUSINESS
- ☐ SELF EMPLOYED
- ☐ SERVICE
- ☐ HOME MAKER

5. MONTHLY INCOME

Mark only one oval.

- ☐ >20000
- ☐ 20000-30000
- ☐ 30000-40000
- ☐ 40000-50000
- ☐ <50000

6. PURCHASE DETERMINATION AND ELASTICITY

Tick all that apply.

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
ELASTICITY IN CONSUMER PURCHASING PRODUCTS	☐	☐	☐	☐	☐
EASY PAYMENT IN TRANSACTION AND SECURITY WHILE PURCHASING	☐	☐	☐	☐	☐
RETURN BACK POLICY FOR PURCHASED PRODUCT	☐	☐	☐	☐	☐
ONLINE TRACKING FACILITY FOR ORDERED PRODUCT	☐	☐	☐	☐	☐
MONEY REFUND ASSURANCE	☐	☐	☐	☐	☐

7. PACKAGING

Tick all that apply.

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
FLEXIBLE PACKAGING FOR NEW LABELLING/CODING TECHNOLOGY	☐	☐	☐	☐	☐
CONSUMER CONVENIENCE TOWARDS PACKING PRODUCTS	☐	☐	☐	☐	☐
COMFORTABLE WITH PACKING WRAP(SHRINK/BUBBLE POUCH)	☐	☐	☐	☐	☐
DEVELOP A NEW PRIMARY PACKAGE(SIZE,DESIGN OR MATERIAL)	☐	☐	☐	☐	☐
REDUCE E-COMMERCE WASTE IN PACKAGING	☐	☐	☐	☐	☐

8. TECHNOLOGY

Tick all that apply.

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
CONCERN ON THE SECURITY AND PRIVACY IN E-COMMERCE	☐	☐	☐	☐	☐
TECHNOLOGY AUTOMATION IN E- COMMERCE DOSEN'T AFFECT IN CITIZEN'S INCOME	☐	☐	☐	☐	☐
CONCERN ABOUT THE GOODS AND SERVICES DISPLAYED IN INTERNET	☐	☐	☐	☐	☐
INCREASING PURCHASING OPPORTUNITY FOR THE CONSUMER	☐	☐	☐	☐	☐
INTERNET ENABLED SYSTEM FOR INFORMATION SHARING	☐	☐	☐	☐	☐

9. CUSTOMER EXPERIENCE

Tick all that apply.

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
CONCERN ABOUT PRODUCT PURCHASED THROUGH E-COMMERCE	☐	☐	☐	☐	☐
AVAILABILITY OF QUALITY OF PRODUCTS	☐	☐	☐	☐	☐
QUALITY INFORMATION WHICH IS PROVIDED BY E-COMMERCE STORE	☐	☐	☐	☐	☐
EASY TO CHOOSE AND MAKE COMPARISON WITH OTHER PRODUCT	☐	☐	☐	☐	☐
PRICE SAVINGS POLICY IN E-COMMERCE STORE	☐	☐	☐	☐	☐

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