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Neeraj Mathur
Assistant Professor,
Department of Computer
Science Lachoo Memorial
College of Science &
Technology, Jodhpur.

Global Super Store: A New Era of Online Shopping

Neeraj Mathur

Abstract

In today's changing time and especially in India where service sector is witnessing exponential growth; the online marketing sector is all set to witness bright future ahead. The increased use of internet in India provides greater prospects for online shopping. Despite of this increased use of internet, there are several factors affecting Indian consumer's online buying behaviour. And if the online retailers make aware themselves about these factors they can further develop their prospects and converts potential customers into active ones. In this research paper an effort has been made to find out the possibility of such a common marketplace (Called Global Super Store) where all the products are available on a common portal at a competitive price for all the customers with good payment and delivery facility with reference to online shopping.

Keywords: Web portal model, Global super store, Choice, Convenience, Interest, Price, Time

1. Introduction

In this research paper we examined the existing e-commerce model (Web portal model) and understand how it works and also try to find creative ways to improve it thus maximizing its power and proposing a new hypothetical model named Global Super Store.

Till date, existing Web portal Model is selling a wide range of products, with both depth and breadth of range. However, over recent years, consumers have become more discerning due to changing lifestyles, spending priorities and shopping patterns (Fisher, 1998). The focus of Hypothetical Global Super Store Model is to change the consumer towards provision of providing a wide range of products on a single portal along with a huge range of brand name suppliers. It will also try to provide a 'total solution' to customers. The basic aim of Global Super Store Model is to simplify the shopping process for customers.

2. Hypothesis

It is hypothesized that Global Super Store will be more effective than Market Web Portal e-Business Model.

3. Research Methodology

3.1. Sample Size

The data collection was done from 400 Respondents. Out of them, 200 were male and 200 were female. Out of this 376 were complete valid responses. The age group of respondents was 18 and above. The respondents included students, housewives, retired people, professionals including teachers, software engineers, chartered accountants etc.

3.2. Locale of Study

The study was conducted covering a large geographical area with the greater focus on 2 Tier and 3- Tier cities like Jodhpur, Jaipur, Bangalore, Ahemdabad, Mumbai, Hyderabad etc through web.

4. Data collection

The data was collected through self-constructive questionnaire which was administered on the selected sample by e-mails, or by posting a link on website and social networks.

4.1. Tool / Technique used for Data analysis

A **t-test** can be used to compare two means or proportions. The t-test is appropriate when we compare means, and when its assumptions are met. The dependent t-test (also called the paired t-test or paired-samples t-test) compares the means of two related groups to detect whether there are any statistically significant differences between these means.

In this research, there were two models the Web Portal Model and Global Super Store model that were tested to judge whether there is some dependence between the two models or not. This dependency was tested on 5 criteria:

- Choice
- Convenience

Correspondence
Neeraj Mathur
Assistant Professor,
Department of Computer
Science Lachoo Memorial
College of Science &
Technology, Jodhpur.

- Time
- Price
- Interest of the consumer

Further, each criterion was subdivided into two questions to test the dependency between the two in WPM and GSS.

5. Result and Discussion

Table 1: Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	WPM1 & GSSM1	648	.072	.068
Pair 2	WPM2 & GSSM2	644	.067	.087
Pair 3	WPM3 & GSSM3	638	.209	.000
Pair 4	WPM4 & GSSM4	632	.012	.756
Pair 5	WPM5 & GSSM5	624	.179	.000
Pair 6	WPM6 & GSSM6	614	.248	.000
Pair 7	WPM7 & GSSM7	606	.014	.725
Pair 8	WPM8 & GSSM8	604	.121	.003
Pair 9	WPM9 & GSSM9	586	.082	.047
Pair 10	WPM10 & GSSM10	564	.175	.000

Table 2: Paired Samples Test

		Paired Differences					t	Df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	WPM1 - GSSM1	.07716	1.40991	.05539	-.03160	.18592	1.393	647	.164
Pair 2	WPM2 - GSSM2	.13354	1.38562	.05460	-.02632	.24076	2.446	643	.015
Pair 3	WPM3 - GSSM3	-.13480	1.21890	.04826	-.22956	-.04003	-2.793	637	.005
Pair 4	WPM4 - GSSM4	-.38924	1.56540	.06227	-.51152	-.26696	-6.251	631	.000
Pair 5	WPM5 - GSSM5	.33333	1.41459	.05663	.22213	.44454	5.886	623	.000
Pair 6	WPM6 - GSSM6	-.22801	1.34205	.05416	-.33438	-.12165	-4.210	613	.000
Pair 7	WPM7 - GSSM7	.65347	1.60229	.06509	.52564	.78129	10.040	605	.000
Pair 8	WPM8 - GSSM8	-.05629	1.35803	.05526	-.16481	.05223	-1.019	603	.309
Pair 9	WPM9 - GSSM9	.11263	1.43614	.05933	-.00389	.22915	1.898	585	.058
Pair 10	WPM10 - GSSM10	-.23050	1.35129	.05690	-.34226	-.11873	-4.051	563	.000

Paired t-test is a way to test for comparing two related samples, involving small values of n(less than 30). In the above, the two samples are WPM and GSSM, involving 10 pairs. Since, there are 10 pairs, hence t-test was applied to know whether the two models are significantly related or not.

6. Choice

6.1. Pair 1(WPM1 - GSSM1)

- Web Portal Model can provide whole range of the product and services to the consumers.
- Online shopping option will be more exportable if it provides a single portal for exploring varied range of goods and services.

It was hypothesized that there is no significant difference in provision of wide range of products and services through the web portal model before and the global super store model afterwards. The paired sample test gives a p- value of.164 which is significantly more than 0.05. As before, the decision rule is given by: If $p \leq \alpha$, then reject H_0 . In this, 164 is not less than or equal to.05, so we fail to reject H_0 . That implies that the models, Web Portal Model and Global Super Store model make available a similar range of wide range of products and services to customers, thus making no difference. Thus, proving that as per respondents' point of view, wide range of products is available through both WPM and GSSM. This clearly shows that online shopping, whether done through web portal model or through a single portal for exploring varied range of goods and services is similar for customers' search results.

6.2. Pair 2 (WPM2 – GSSM2)

- Exploration of choices can be done better through Web Portal Model.
- Choices available on a single portal is a better answer to the consumer's search for required goods and services.

It was hypothesized that there is no difference between exploration of choices through Web Portal Model and Global Super Model.

The paired sample test gives a p- value of. 015 which is significantly lower than 0.05. As before, the decision rule is given by: If $p \leq \alpha$, then reject H_0 . In this, 015 is less than or equal to. 05, so we reject H_0 . That implies that there is sufficient evidence to conclude that there is difference between exploration of choices done through Web Portal Model and Global Super Store model.

Web Portal Model provides a wide range of options for specific requirement, i.e., Web Portal Model has different arena for different requirements. Global Super Store, which has a significant difference to this in case of choice, offers the same universal arena for all the requirements of the customer. Hence, there is a significant difference between exploration of choices through Web Portal Model and Global Super Model.

6.3. Conclusion for Choice as a determinant

Choice was analyzed from customers' point of view. The respondents, who were the customers, did not find any significant difference between the two models. However, when it came to analysis of how these choices are made available,

the two models offer different arena hence proving that Global Super store offers a superior technique by providing a wide range of products at a single portal.

7. Convenience

7.1. Pair 3 (WPM3- GSSM3)

- Web portal model is the ultimate way of buying conveniently
- A more convenient model of buying online should be devised by the marketers

It was hypothesized that there is no significant difference in relation to convenience of shopping between the web portal model and global superstore.

The paired sample test gives a p- value of .005 which is significantly lower than 0.05. As before, the decision rule is given by: If $p \leq \alpha$, then reject H_0 . In this, .005 is less than or equal to .05, so we reject H_0 . That implies that there is sufficient evidence to conclude that there is difference between convenience of buying through Web Portal Model and Global Super Store model. This is so because as per the web portal model, a proposed customer has to visit different online shopping websites in order to fulfill their requirements. The global super model proposes a platform that can cater to all the needs of the customer at a single site, thereby, increasing the convenience of the customers. Hence, a marked difference exists between the web portal model and global super store in terms of convenience of shopping.

7.2. Pair 4 (WPM4- GSSM4)

- Exploring different websites for purchasing varied products and services is not a considerable Problem for you.
- Buying online under one roof is more suitable for the consumers.

It was hypothesized that there exists no significant relationship of purchasing different products through different websites and buying online under one roof.

The paired sample test gives a p- value of .000 which is significantly lower than 0.05. As before, the decision rule is given by: If $p \leq \alpha$, then reject H_0 . In this, .000 is less than or equal to .05, so we reject H_0 . That implies that there is sufficient evidence to conclude that there is difference between convenience of buying through Web Portal Model and Global Super Store model.

As per the web portal model, while buying online, the customer has to login through different websites for different purchases. This will require repeated authentication along with sharing of personal information at multiple websites. However, as per the global super store model, there will be one common log in provision for a customer to fulfill his varied requirements. This will render greater convenience to the customers through global super store model.

7.3. Conclusion for Convenience as a determinant

It is concluded that taking convenience as a criteria, the Global Super Store offers advanced alternatives in a more comprehensive manner because it provides one single point access to cater to the different needs of the customer under one roof. Thus Global Super Store proves to be a better alternate than Web Portal Model.

8. Time

8.1. Pair 5 (WPM5- GSSM5)

- Time is an important determinant while shopping online.

- Exploring maximum options of purchase even if it is time consuming is preferred by customers.

It was hypothesized that there is no significant relationship between time in consideration of the web portal model and global super store model.

The paired sample test gives a p- value of .000 which is significantly lower than 0.05. As before, the decision rule is given by: If $p \leq \alpha$, then reject H_0 . In this, .000 is less than or equal to .05, so we reject H_0 . That implies that there is sufficient evidence to conclude that time is an important factor that is significantly different between the global super store model and the web portal model.

This can be explained, as respondents are willing to devote more time to search for the required specifications even if it is consuming. In addition to this, as GSSM makes available more varied options in comparison to WPM, at a single portal, so consumer can take his own time to analyze and to decide.

8.2. Pair 6 (WPM6- GSSM6)

- Shopping online is more time consuming from different websites
- Buying rationally is the most judicious buying behavior displayed by a consumer.

It was hypothesized that there is no significant relationship between buying online judiciously when it is from web portal model or Global Super Store model.

The paired sample test gives a p- value of .000 which is significantly lower than 0.05. As before, the decision rule is given by: If $p \leq \alpha$, then reject H_0 . In this, .000 is less than or equal to .05, so we reject H_0 . That implies that there is sufficient evidence to conclude that there is significant difference between the global super store model and the web portal model.

In WPM, more time is taken to visit different websites and in GSSM, as a wide array of options are available and hence, decision time is more. This time can be judiciously utilized to make a careful analysis by exploring each and every option available at a single portal and selecting the best suitable alternative so, there is a significant difference in time perspective in case of WPM and GSSM.

8.3. Conclusion for Time as a Determinant

Taking time as a determinant it is concluded that Global Super Store model offers a fruitful way of time utilization of customers' time through effective utilization in analysis rather than visiting various sites for the same.

8.4. Price

Pair 7 (WPM7- GSSM7)

- Price is an important determinant while shopping online
- Preference of exclusive websites for purchasing online even if it is not cost effective

It was hypothesized that there is no significant difference between online purchase according the web portal model and exclusive websites for purchasing online even if it is not cost effective through global super store model.

The paired sample test gives a p- value of .000 which is significantly lower than 0.05. As before, the decision rule is given by: If $p \leq \alpha$, then reject H_0 . In this, .000 is less than or equal to .05, so we reject H_0 . That implies that there is sufficient evidence to conclude that there is significant difference between the global super store model and the web portal model regarding price and there exists no significant relationship between the two models. There is a significant

difference between people who believe that price is an important criterion while buying online and those who believe that they are ready to pay more for securing the required specifications in terms of quality, value added services, guarantee and reliability of the authentication of product.

8.5. Pair 8 (WPM8- GSSM8):

- The products offered on exclusive websites are price sensitive
- Will customers like to cherish the benefits of buying from super store in online buying also

It is hypothesized that there exists no relationship between the products offered on exclusive websites that are price sensitive and global super store model will also be able provide the same.

The paired sample test gives a p- value of. 000 which is significantly lower than 0.05. As before, the decision rule is given by: If $p \leq \alpha$, then reject H_0 . In this, 309 is more than. 05, so we accept H_0 . That implies that there is insufficient evidence to conclude that there is no significant different between the global super store model and the web portal model regarding the fact that no relationship exists between the products that are offered on exclusive websites are that are price sensitive and global super store model will also be able provide the same.

Hence, it is believed that global super store will also be able to provide the price benefits that are available on exclusive websites thus encompassing these benefits of larger size and economies of scale thereby. It is evident that the larger is the scale of operation, the lesser is the cost and hence, greater aspects of profit margin, which the global super store can distribute to its end consumers and hence, the price sensitivity of global super store may also be available on global superstore.

8.6. Conclusion for Price as a Determinant

There are people whose attitude carries a larger degree of sensitivity towards prices and there are those who are willing to pay more to get their choice, thereby price sensitivity being less. It is evident that through operation on large scales in Global Super Store model, the prices are competitive in it in comparison to the Web Portal Model that cannot take advantages as its scale is not as large as GSSM and hence cannot provide the end price benefit to the customer. Thus when it comes to price criteria, GSSM proves superior to WPM.

9. Customer Interest

9.1. Pair 9 (WPM9- GSSM9)

- The interest of the consumers is properly taken care of in the case of online purchase
- A single online buying option can protect your interest in a better way

It was hypothesized that there is no significant relationship between online purchases of the product and services providing equal value to the consumers in comparison to any other method of purchasing and web portal model that suggests that a single online buying option can protect their interest in a better way.

The paired sample test gives a p- value of. 000 which is significantly lower than 0.05. As before, the decision rule is given by: If $p \leq \alpha$, then reject H_0 . In this, 058 is more than. 05, so we accept H_0 . That implies that there is insufficient evidence to conclude that there is no significant different between the global super store model and the web portal

model regarding the fact that no relationship exists between online purchases of the product and services provide equal value to the consumers in comparison to any other method of purchasing and web portal model that suggests that a single online buying option can protect interest in a better way.

In the competitive market of online shopping, the GSSM portal shall provide an array of service to the customer including after sales service, customer helpline, cash on delivery (COD), provision of such products that may not be easily available in remote areas that will increase the interest of the customer to purchase online.

9.2. Pair 10 (WPM10- GSSM10)

- Online purchases of the product and services provide equal value to the consumers in comparison to any other method of purchasing.
- Becoming a customer of single online buying portal will bring customers in the list of preferential customers of that portal

It was hypothesized that there is no relationship between Online purchases of the product and services that provide equal value to the consumers in comparison to any other method of purchasing and the Global Super Store in becoming a customer of single online buying portal will bring in the list of preferential customers of that portal.

The paired sample test gives a p- value of. 000 which is significantly lower than 0.05. As before, the decision rule is given by: If $p \leq \alpha$, then reject H_0 . In this, 000 is less than or equal to. 05, so we reject H_0 . That implies that there is sufficient evidence to conclude that there is significant difference between the global super store model and the web portal model when it comes to relationship between Online purchases of the product and services that provide equal value to the consumers in comparison to any other method of purchasing and becoming a customer of global super store which is a single online buying portal will bring in the list of preferential customers of that portal.

As it is a common marketing tool to offer benefits to loyal customers in order to keep them linked, thus, a common portal, offering a variety of products will extend this to its repeated customers. From the point of view of customers also, bulk buying can be done through a single portal, thereby availing the benefits of a “privileged customer”.

9.3. Conclusion for Customer Interest as a Determinant

It may be concluded that there is an ongoing increase in awareness and interest of customers towards online shopping. This has been made possible through various new found strategies of online shopping on provision of services as mentioned above.

10. Summary

On application of paired sample test, it was found that there is a significant difference between WPM and GSSM in all pairs, expect two pairs of choice and price as stated above. Thus, it seems that Global Super Store will be different and more effective than Market Web Portal e-Business Model. Hypothesis is valid in 8 pairs in favor of the Global Super Store Model. The hypothesis stand accepted on being tested as it is valid in 8 pairs out of 10.

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