



A Study on Snapdeal Online Shopping Application with Special Reference to Dindigul District

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ABSTRACT

The progression for online shopping is the advancement customers in India. It is regular update and extending the web shopping. The essential spots of Madurai district. The electronic shopping execution and it is future specific are way customer shop and buystock in online mode. A year back extending web shopping customers the rule reason of lock down in Coronavirus improvements. This time more than developing the web clients for the model in covid-19 improvements charge, power charges and online purchase all things is open in on the web. This respondents researches the buyer buying execution towards web shopping in the Mantra online shopping application it is as of late present sfor the mantra Indian application 15 January 2017 disseminating this application. The application is made in India. It essentially Service quality may be portrayed as buyer execution of how well an assistance meets or outperforms their longing. This assessment and rational assessment that attempts to find purchaser buying execution towards web shopping in Madurai region in women's. Respondents have been taken by applying purposive inspecting methodology, rate respondents and Chi-Square test are used is paper. This respondent's configuration is to inspect the purchaser buying execution towards electronic shopping in Tata cliq application made in India .Total 239 models used to test the speculations. It will implying in highlighting were buyer slant toward web shopping or not and the new examples in the online shopping in Madurai region.



KEYWORDS: Snapdeal, Online, shopping, Madurai, Customers, and Application

INTRODUCTION

Displaying is a way id life for kind of business in the resistance world. Present day advancing the need of the day. It exhibiting isn't simply confined and selling stock for gaining advantage yet notwithstanding satisfy the necessities of the customers hampering buyer satisfaction. It is somewhat web business Modern exhibiting practices incorporate the need separating confirmation of customer as to thing and organization to getting stock from the nimbly thought the trade the ownership. It suggest unmistakable verification of need of the client and planning the activity to meet the cravings. Mahatma Gandhi said customer is the improvement visitor and the giving possibility of the business firm to serve him. The workplace of online purchasing has allowed purchaser to recognize the different sorts of thing available in the overall market, the new development that have happened and evaluate the thing Due to brisk globalization a wide scope of things are open in the electronic shopping.

ABOUT THE SNAPDEAL APPLICATION

Snapdeal is an Indian social e-commerce company, headquartered in Bengaluru, Karnataka, India. It was founded by IIT Delhi graduates VeditAatreya and Sanjeev Barnwal in December 2015. It enables small businesses and individuals to start their online stores via social channels such as WhatsApp, Facebook, Instagram. The social commerce platform has a vast range of products and services available for users to resell to various customers. The application has various suppliers who post their products online. A user has to share their catalogue to friends, family or others on various social platforms such as WhatsApp, Facebook, Instagram, Twitter and generate sales. With Snapdeal App, you can earn a commission on every order. You can also earn a bonus from the organisation on making extra sales. Apart from this, users also get a chance to earn money by referring to the Snapdeal App to others (whether friends, family or others) looking to start their business. The products and services available on the platform are quite vast including clothing, accessories, gadgets, and more.

REVIEW LITERATURE

Binbin He and Christian Since (2017) "This paper needs to investigate effect of web shopping in Indian utilization of Meesho. Online stores do well in same components; they have focal points in these parts and critical. So various security issues are in web shopping in not Indian applications Many customers are worried about it a couple of issues dodge for electronic shopping anyway more than society likes online shopping in India the Snapdeal application simply women's.

Bayer ignore since (2018) He communicated electronic shopping is eminent miracle the world over in Indian online exhibiting application for made India. In Snapdeal application in India. The application focal matter of made in India the reasons and spares are furthermore examined in customer's web advancing in record. The purpose of this paper is to show the current circumstance of web shopping in India the spots of competition Madurai. The psychological impact of the purchaser is showed up here the most testing and openings issue would fabricate the trust among the purchasers about the online shop people of India do know the positive side of the web shopping in Snapdeal customers in India Madurai locale.

Binbin He and Christian Boch Since (2019) "This paper needs to explore effect of web shopping in Indian advancing application Snapdeal kart. Online stores do well in same components; they have inclinations in these segments of electronic displaying and shopping in India. So various security issues are in web shopping in various applications. The Snapdeal applications customers in competition in Madurai region India.

STATEMENT OF THE PROBLEM

The creating use of web gives an India regular making prospect for electronic shopping it use for all individuals the essential money man web shopping customers growing. It is essential worry of Indian economy. In today market online plays and payers a critical capacity in the monetary progression of a country for India in growing. The web shopping not simply food arranged in all territories made in electronic shopping. The online thing byers growing in regular new update for Indian applications. The current world is electronic world since it rules by web for all Technology is changing the technique for customers to buy the items and adventures and has immediately included into a worldwide in digitalization India it is major reason behind the Coronavirus advancements so extending web shopping and portion mode changing in online air it is likely for social orders. With the extending utilization of different age gathering, Millions of people buy the things through online shopping because of the focal issue more than customers presumably time hold reserves, convenience, basic transparency, unmistakable worth reach, portion strategy for most prominent as a rule 3 days and replacement multi week in Indian publicizing availability of things, and so on it is essential for critical sin web shopping in India. It essential clarifications behind like in web shopping and online portion mode. By then Snapdeal customers growing in it is made in India application for one. Most outrageous the Snapdeal customers more than women growing. The Meeshoapplication. In Coronavirus advancement extending customers in Madurai district women's India.

OBJECTIVES

- ❖ Towards propose satiable measure to improve consumer loyalty to web based shopping.
- ❖ Towards perceive the financial of respondent.
- ❖ Towards schooling the diagram of web based shopping.
- ❖ The Research study is fundamental for internet shopping.
- ❖ The web based shopping in Madurai region women's.

HYPOTHESES OF THE STUDY

Hypotheses utilized in the respondents have been summed up and given beneath in web based shopping in India.

- ❖ Online shopping locales mindfulness on Amazon, Home shop 18, Faso's, All Express, Snap bargain, Tata cliq, Paytm.
- ❖ Gender of the respondents, Age, Marital status, Educational capability, and Occupational status of the respondents in the web based shopping in India.
- ❖ Consumer persuasive components on the Indian advertising applications
- ❖ Price, New style, Premium quality, Colors, plans and amount, Public picture, made sure about conveyance, Advanced innovation, Affordability and
- ❖ Easy accessibility has not comparative with the Educational capability and Gender, male, female and other of the respondents in web based shopping.

RESEARCH DESIGN

This assessment title is "a study on women's online shopping application Snapdeal with reference to Madurai district"the technique discussed the data collection, season of the assessment, reviewing plan, unflinching quality respondents, pilot study and quantifiable gadgets and systems it is all data

decided timetable with chart explanations in the subject Snapdeal application customers. The data figuring Madurai area simply women's customers is this application. The authenticity of an assessment be needy upon the purposeful strategy for storing up the data and dismembering them in the ongoing solicitation. This paper both basic and assistant data used. The Tata Snapdeal application and take a gander at of other Indian advancing applications.

SOURCES OF THE DATA

PRIMARY DATA

This examining of a fundamental wellspring of data is found by meeting plan using to various respondents in the spots of Madurai region. By then consider the two area data of buyers in online advancing. The assurance of tests would help the investigator with conveying out an anticipated assessment in online shopping in India publicizing.

SECONDARY DATA

The Secondary sources are the affirmations that are presented effectively in helper data. In this respondents the discretionary data remained assembled after the past records, magazines, appropriated articles, submitted hypothesis, Books and web, etc. This data simply accumulate for modals not copy for old data.

ANALYSIS

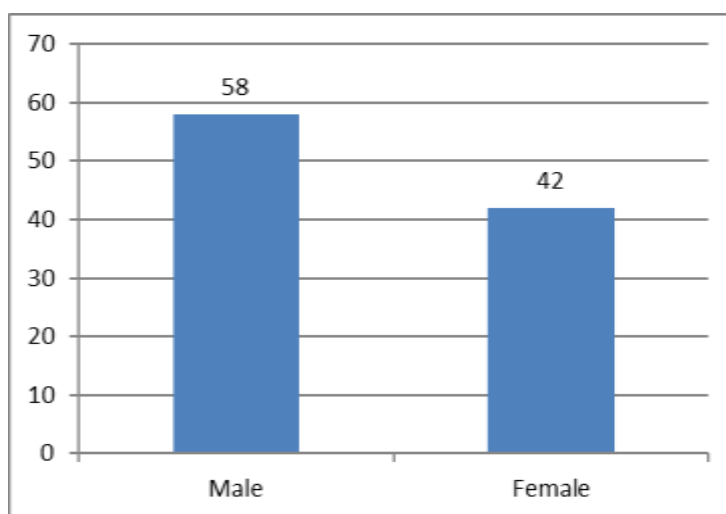
An study on Snapdeal application regarding Madurai locale" It is accomplish the destinations of therespondents an investigation is made to comprehend the Indian use of Snapdeal it is clients comprehend in detail it is given by web based shopping in Indian showcasing applications. The accompanying tables of frameworks in socio - comic it table is cover all respondents are appeared in the accompanying information tables with clarifications.

PERCENTAGE ANALYSIS

"An respondents on Snapdeal application with respect to Madurai district" I t is achieve the objections of the assessment an respondents is made to appreciate the Indian utilization of Snapdeal it is customers understand in detail it is given by electronic shopping in Indian exhibiting applications. The going with tables of structures in socio - comic it table is cover all respondents are showed up in the going with data tables with explanations.

Table-1: Gender wise ordering of the respondent's

Sl.NO	Gender	No of respondents	Percentage %
1	Male	323	58
2	Female	235	42
3	Total	558	100



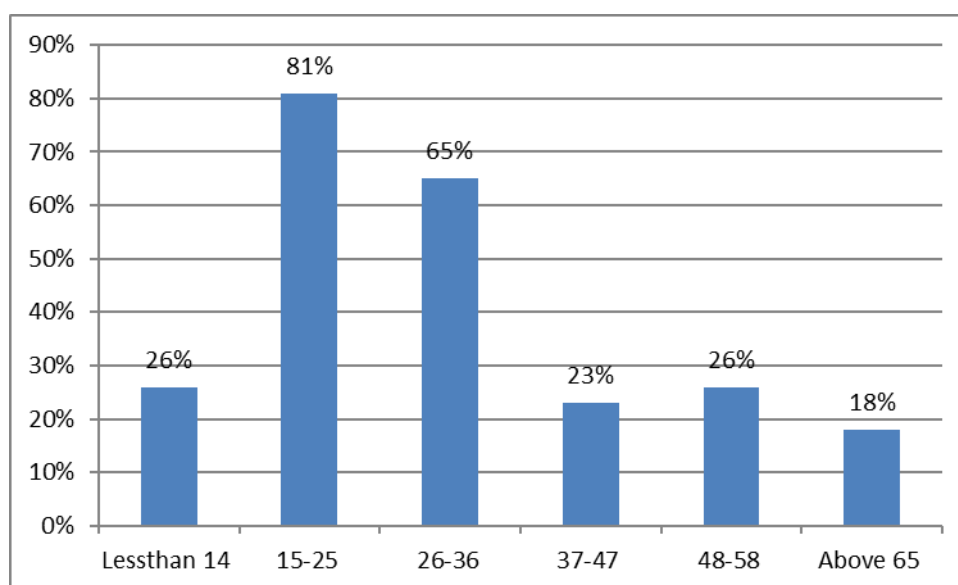
Source of data: Primary

The table and chart is explain that out of 239 respondents in Madurai districts of the male and female respond ties Then total respondents male and females in Madurai district 198. In Madurai. In male 41% the highest place of the Females 198. It is concluded that the majority of Madurai district Female (198%) in Meeshousers the overall Male majority in Madurai district Female more than persons using Snapdeal applications. In finally females

in highest place of Madurai district. The age is categorized as less than 14 years, 15 to 25 years, 26 to 36 years, 37 to 47 years, 48 to 58 and above 65 years in both male and female respondents in Madurai district using Meesho Indian marketing application users percentage method calculating in age wise.

Table 2 Age respondent's 15-65 Ages

S.NO	Age	Total respondents	Percentage %
1	Lessthan 14	74	13%
2	15-25	188	34%
3	26-36	123	22%
4	37-47	82	15%
5	48-58	49	9%
6	Above 65	42	8%
	Total	558	100%



It table and chart shows in total 239 respondents then it is male 41 and female 198 respondents it calculate age 15-20 years then mostly majority in age 15 to 25 age persons using Snapdeal application next place 26-36 second place users it is overall calculation majority of Madurai district females 45-48 and above 65 age persons using Snapdeal application in Indian marketing. It is application made in India it is important for online shopping. In Finally the Snapdeal application users in age respondents in Madurai district majority of women's.

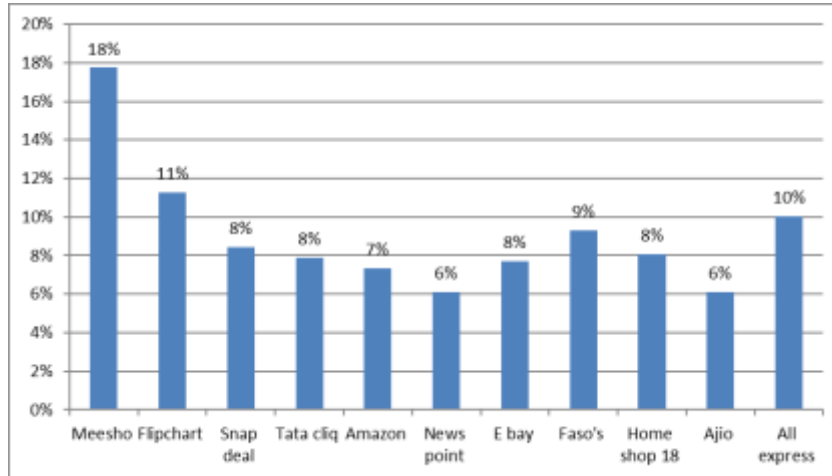
Which online product you remain buying?

This table is other applications in Indian marketing it is not calculate for Snapdeal remaining applications calculated in percentage it other application users in Madurai peoples using various applications online purchasing Indian applications. It is main thing of the Meesho application users in Madurai district women's.

Table 3 Peoples using various apps excluding snapdeal

S. No	Other applications	Total respondents	Percentage %
1	Meesho	99	18%
2	Flipchart	63	11%
3	Snap deal	47	8%
4	Tata cliq	44	8%
5	Amazon	41	7%
6	News point	34	6%

7	E bay	43	8%
8	Faso's	52	9%
9	Home shop 18	45	8%
10	Ajio	34	6%
11	All express	56	10%
	Total	558	100%



This table and chart reaming application purchasing product in Indian marketing it is not for Snapdeal application it alternative using app for Madurai district person it is Indian online marketing applications made in India. Present age of using other applications it is mudra district related to Madurai then overall total majority of Madurai district the females mostly using liked Indian marketing applications.

Table 4 online purchase gender of the respondents in most influence

S. No	Factors of online shopping	Respondents	Percentage %
1	Price	79	14%
2	Branded	66	12%
3	Color	41	7%
4	Offers	87	16%
5	Quality	49	9%
6	Satisfaction	63	11%
7	Appearance of product	39	7%
8	Discount	62	11%
9	Decrease travelling distance	38	7%
10	Replacement	34	6%
	Total	558	100%

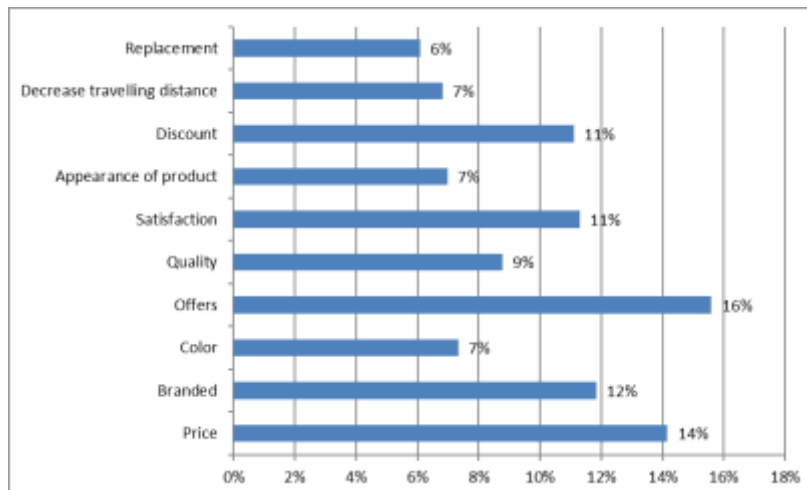
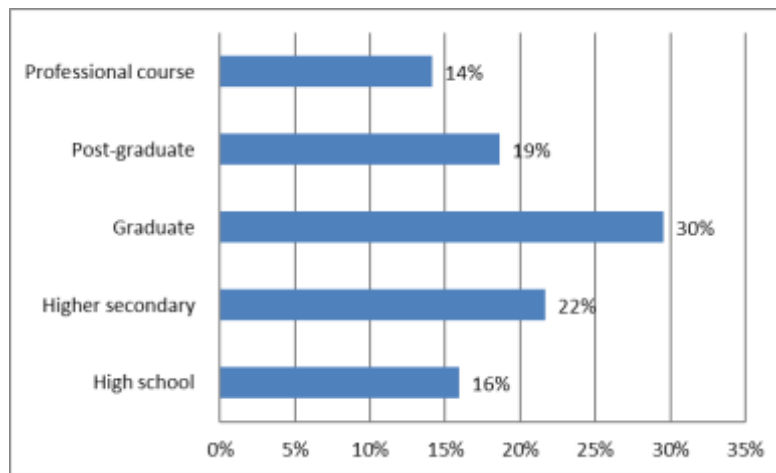


Table 4 chart ad time table it is why purchase and reasons data price is Male and Female district same (20), Brand quality purchasers in male (24) and Female persons (26) it is different in one present age of online shopping. Offer same percentage of two genders (21), Quality purchasers Male (29) and Female (28) the highest of females. Next Satisfaction it means product purchase in after feeling of ordering products it respondent in two genders Male(12) and Female (18) it highest point of females.

Table 5 online purchase then educational location of the defendants

Sl.NO	Educational status	No of respondents	Percentage %
1	High school	89	16%
2	Higher secondary	121	22%
3	Graduate	165	30%
4	Post-graduate	104	19%
5	Professional course	79	14%
	Total	558	100%



The chart time table it is why purchase and reasons data price is Male and Female in Madurai district Meeshousers in female in the majority of female Madurai district more than why online purchase reasons of Brand , Quality , Color , travel distance decrease and satisfactions some persons liked replacement options this main reasons for online purchasing in females.

FINDINGS AND STUDY

Table 1 the study explains that out of 239 respondents in Madurai district It is more than persons In Madurai district male 41 and Fame 198 percentage respondents. More than female liked in Snapdeal application.

Table 2 It was originate that respondents in the age group, 239 respondents in Madurai district Snapdeal users male and female age 15-20 years then mostly majority in age 15 to 25 age persons using Snapdeal application next place 26-36 second place users it is overall calculation majority of Madurai district. In finally females liked this application.

Table 3 reaming application purchasing product in Indian marketing it is not for Snapdeal application it alternative using app for Madurai district person it is Indian online marketing applications made in India it is important for only.

Amazon(80),Flip chart(30), E bay(26), Home shop 18 (20), Faso's(18), All Express(23), Snap deal(19), Tata cliq (17), and Ajio (20) it is present age of using other applications it is Madurai district related then overall total majority of Madurai district the female most liked mantra application.

Table 4 chart ad time table it is why purchase and reasons data price is Male and Female district same (20), Brand quality purchasers in male (24) and Female persons (26) it is different in one present age of online shopping. Offer same percentage of two genders (21), Quality purchasers Male (29) and Female (28) the highest of females. Next Satisfaction it means product purchase in after feeling of ordering products it respondent in two genders Male(12) and Female (18) it highest point of females.

Table 5 The above It table and chart high school, higher secondary , graduate , postal- graduate and professional course studying students collect data. Mostly graduate and postal graduate students liked and used increasing overall students in Meesho.

That is a connotation between the educational qualification of the respondents and factors most inspiration your online purchase is inclined by educational qualification of the defendants. It is Indian marketing application made in India.

SUGGESTIONS OF THE STUDY

- ❖ Most of the customers are of estimation that online shopping charges charged by companies are very high, on the competition world in online shopping it is recommended to companies to either reduce shopping charges or delivery of product should be given freely for cost . And avoid damaged goods in Indian marketing not only for Snapdeal applications. It important for online shopping.
- ❖ Companies might use it as one of the advertising activity in all Indian online marketing application. It is not only for Snapdeal application.
- ❖ Majority of customers are not aware around various pre and post amenities rend by this online shopping companies. The customer wait for this announcement for free of cost delivery on online shopping.
- ❖ The companies would aware customers concerning how security concerning customer's credit card no. is upheld by companies. In all online marketing including Indian marketing.
- ❖ Companies should made conscios customers regarding return plan and producer if wrong or bad product arrived. This is main reason for customers of online shopping sometimes duplicate and wrong product and over damage for goods in online purchasing

CONCLUSION

The research specifies that consumer of online shopping in Snapdeal application is positive manner, like cash on delivery and various payment moods , discounts allowed , home on delivery it free and cash for some times , different offers, time saving time, security in any time & quality of products offered in display indian marketing application etc., This current Youth generation in age group of group of 18-36 years were mostly attracted towards online shopping through smart phones and android mobiles. Amazon and this is new application Indian it is newly attract for peoples in Tata cliq application as leading online shopping site has transfigured top location on consumers mind followed by Amazon and Snapdeal applications. The total of then complete data and results demonstrate that the respondents have perceived online shopping in a positive manner in Indian marketing. This study is clearly justifies the growth of online shopping in the Madurai district. The final result of majority of Snapdeal application liked Madurai District.

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