

A Study on Tata-CLIQ Online Shopping App with Reference to Madurai and Karaikudi District

N.Hariharan*, C. Sugumaran

Parvathys Arts and Science College, Wisdom City, Dindigul - 624 001, Tamil Nadu India.

ABSTRACT

The development for online shopping is the growth users in India. It is day to day update and increasing the online shopping. The main places of Madurai and Karaikudi district it is comparisons of two districts. The online shopping performance and its future respective are way customer shop and buy goods in online mode. Last year increasing online shopping users the main reason of lockdown in covid-19 cultivations. This time more than increasing online shoppers for the example in covid-19 cultivations charge, electricity charges and online purchase all products are available in online. This study explores the consumer buying performance towards online shopping in the Tata cliq app it is newly introduced for Tata group 27 May 2016 publishing this app. The app is made in India. It mainly Service quality may be defined as consumer performance of how well a service meets or exceeds their expectation. This study and pragmatic investigation that seeks to find consumer buying performance towards online shopping in Madurai and Karaikudi district. Respondents have been taken by applying purposive sampling method, percentage analysis and Chi-Square test are used in this paper. This study purpose is to analyze the consumer buying performance towards online shopping in Tata cliq app made in India. Total 600 samples used to test the hypotheses. It will signify in highlighting whether consumer prefer online shopping or not and the new trends in the online shopping in India the comparisons of districts of Madurai and Karaikudi this app was made in India it is important for one this online shopping.

Keywords: Online shopping, Tata cliq, Madurai, Karaikudi, Customers, and Applications

1. Introduction

Marketing is a way of life for every kind of business in the competition world. Modern marketing is the need of the day. It is not only limited to selling goods for earning profit but also to satisfy the needs of the customers setting back consumer satisfaction. Modern marketing activities involve the need identification of customer with regard to product and service to obtain goods from the supply through the transfer of ownership. It refers to identification of need of the consumer and organizing the activity to meet the expectations. Mahatma Gandhi said customer is the most important visitor and the giving opportunity of the business firm to serve him. The facility of online purchasing has allowed consumer to identify the different types of products available in the global market, the new invention that have taken place and evaluate the products. Due to rapid globalization all types of products are available in the internet online shopping.

2. About TATA CLIQ

In 27 May 2016 founded in Tata cliq it is a private type of the business in India. Tata group's owner CEO is Vikas Purohit. The industry name of E-commerce internet retail luxury goods in India. And Alexa rank 8000 global in February 2020. Current started in activating services in online shopping. The Tata cliq app available in English and Hindi. The main important point of made in India.

* Corresponding author. Tel.: 91 93450835.

E-mail address: hariharan23900@gmail.com

3. Review of Literature

Bayer suhansince(2015) He stated online shopping is well known miracle around the world in Indian online marketing for made India. In Tata cliq application in India. The app main point of made in India the reasons and reserves are also analyzed in user's online marketing inn index. The aim of this paper is to show the present scenario of online shopping in India the places of competition Madurai and Karaikudi. The psychological impact of the consumer is shown here the most challenging and opportunities issue would be building the trust among the consumers about the online shop people of India do know the positive side of the online shopping in Tata cliq users in India Madurai and Karaikudi.

Binbin He and Christian Since (2014) "This paper wants to research influence of online shopping in Indian application Tata cliq. Online stores do well in same factors; they have advantages in these factors and important. So many security problems are in online shopping in not Indian apps. Many customers are worried about it some problems avoid for online shopping but more than peoples likes online shopping in India the Tata cliq application.

Binbin He and Christian Boch Since(2014) "This paper wants to research influence of online shopping in Indian marketing application Tata cliq. Online stores do well in same factors; they have advantages in these factors of online marketing and shopping in India. So many security problems are in online shopping in other applications. The Tata cliq applications users in competition in Madurai and Karaikudi district India.

4. Statement of the Problem

The growing use of internet provides an India day to day developing prospect for online shopping it use for all persons the main money man online shopping users increasing. It is main point of Indian economy. In today market online plays and players a pivotal role in the economic development of a country for India in increasing. The online shopping not only food oriented in all sectors developed in online shopping. The online product buyers increasing in day to day new update for Indian applications. Today's world is digital world because it rules by internet for all. Technology is changing the way of customers to buy the goods and services and has rapidly involved into a global in digitalization India it is main reason for the covid 19 cultivations so increasing online shopping and payment mode changing in online mood it is likely for peoples. With the increasing usage of different age group, Millions of people buy the products through online shopping because of the main point more than users likely time savings, convenience, easy accessibility, different price range, payment mode of maximum overall 3 days and replacement one week in Indian marketing availability of products and so on it is main for important in online shopping in India. It main reasons for like in online shopping and online payment mode. Then Tata cliq users increasing in India it is made in India application for one.

5. Objective

1. Towards suggest satiable measure to improve customer satisfaction to online shopping
2. Towards recognize the socio-economic of respondent
3. Towards education the overview of online shopping
4. The Research study is very essential for online shopping
5. The study an analysis and various factors and helps and development of online shopping
6. The online shopping in Madurai and Karaikudi

6. Hypotheses of the Study

Hypotheses used in the study have been summarized and given below in online shopping in India. Online shopping sites awareness on Amazon, Flip cart, E bay, Home shop 18, Faso's, All Express, Snap deal, Mantra, Paytm has not been influenced by the

- ✓ Gender of the respondents, Age, Marital status, Educational qualification, and Occupational status of the respondents in the online shopping in India.
- ✓ Consumer motivational factors on the Indian marketing applications Price, New fashion, Premium quality, Colors, designs and quantity, Public image, secured delivery, Advanced technology, Affordability and Easy availability has not similar with the Educational qualification and Gender, male, female and other of the respondents in online shopping.

7. Research Methodology

The methodology of the research guides the general design of organizing technique for meeting valid and reliable data for the resolution of search in online shopping Tata cliq application. The methodology of this a consumer buying behavior in Tata cliq. Study comprises the account of research design, sample size, pricing colors, sampling techniques, growth and description of the tools, data collection of Primary and secondary data procedure and analyzing the data in research methodology in an online shopping Tata cliq application in India.

7.1 Research Design

This study title is “A study on Tata cliq application with reference to Madurai and Karaikudi district” and the methodology discussed the data collection, period of the study, sampling design, reliability analysis, pilot study and statistical tools and techniques it is all data calculated timetable with chart explanations in the topic Tata cliq application users. Then comparison of two district Madurai and Karaikudi district is application users calculated. The validity of a research be contingent on the systematic method of assembling the data and analyzing them in the serial order. This paper both primary and secondary data used. The Tata cliq application and compare of other Indian marketing applications.

7.2 Sources of the Data

Primary Data- This reading of a primary source of data is found by meeting schedule using to various respondents in the places of Madurai and Karaikudi district. Then compare the two district data of buyers in online marketing. The selection of samples would help the researcher to transmit out a consistent analysis in online shopping in India marketing.

Secondary Data- The Secondary sources are the evidences that are presented previously in secondary data. In this study the secondary data remained collected after the earlier records, magazines, published articles, submitted hypothesis, Books and internet etc. This data only collect for modals not copy for old data.

Analysis – “A study on Tata cliq application with reference to Madurai and Karaikudi district” It is achieve the objectives of the study an analysis is made to understand the Indian application of Tata cliq it is users understand in detail it is provided by online shopping in Indian marketing applications. The following tables of outlines in socio-economic it table is cover all respondents are shown in the following data tables with explanations.

8. Percentage Analysis

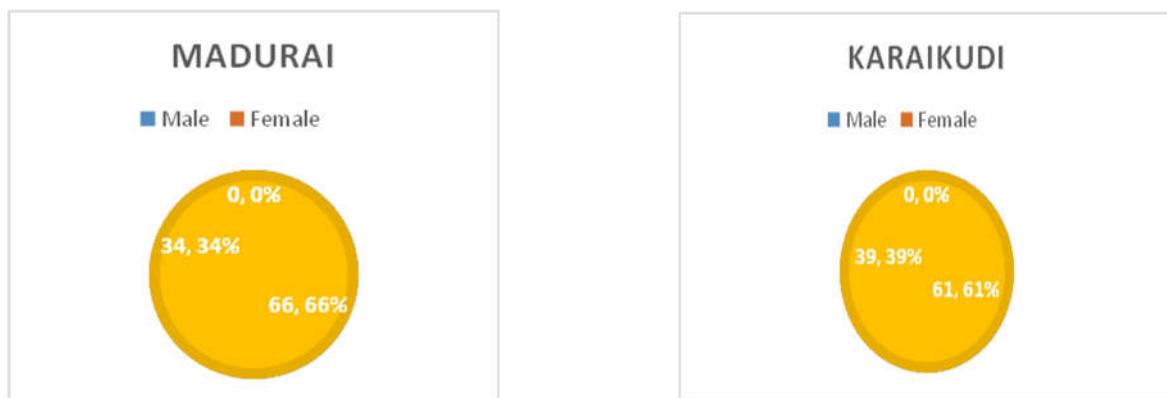
8.1 Gender respondents

The table named the gender wise ordering of the respondent's male and female gender selected for the study it is one analysis with percentage Madurai 100 and Karaikudi 100 total 200 respondents.

Source of data: Primary

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

Sr .No	Respondents	District		Percentage	
		Madurai	Karaikudi	Madurai	Karaikudi
1	Male	66	61	66%	61%
2	Female	34	39	34%	39%
	Total	100	100	100%	100%



The table and chart is explain that out of 100 respondents in different districts of the male and female respond ties Then total respondents 200 Madurai 100 and Karaikudi 100. In Madurai district male 66 and Female 43 percentage respondents. And karaikudi district male 61 and female 39respondents. It is concluded that the majority of Madurai district Male (66.6%) in Tata cliq users and karaikudi district (61.61%) users female is low level in this district. The overall Male majority in Madurai and Female majority in karaikudi district of users in Tata Cliq.

Age respondents (15-60) of the Perpetrators.

Table 2 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 60years in both male and female respondents in different districts Madurai and karaikudi using percentage method calculating.

Table-2: Age respondents (15-60) of the Perpetrators

Sr. No	Age	No. of Respondents		Percentage (%)	
		Madurai	Karaikudi	Madurai	Karaikudi
1	Less Than 14	13	12	13 %	12 %
2	15 to 25 Years	30	29	30 %	29 %
3	26 to 36 Years	27	26	27 %	26 %
4	37 to 47 Years	10	11	10 %	11 %
5	48 to 58 Years	13	14	13 %	14 %
6	Above 60 Years	7	8	7 %	8 %
	Total	100	100	100 %	100%

Source: Primary Data

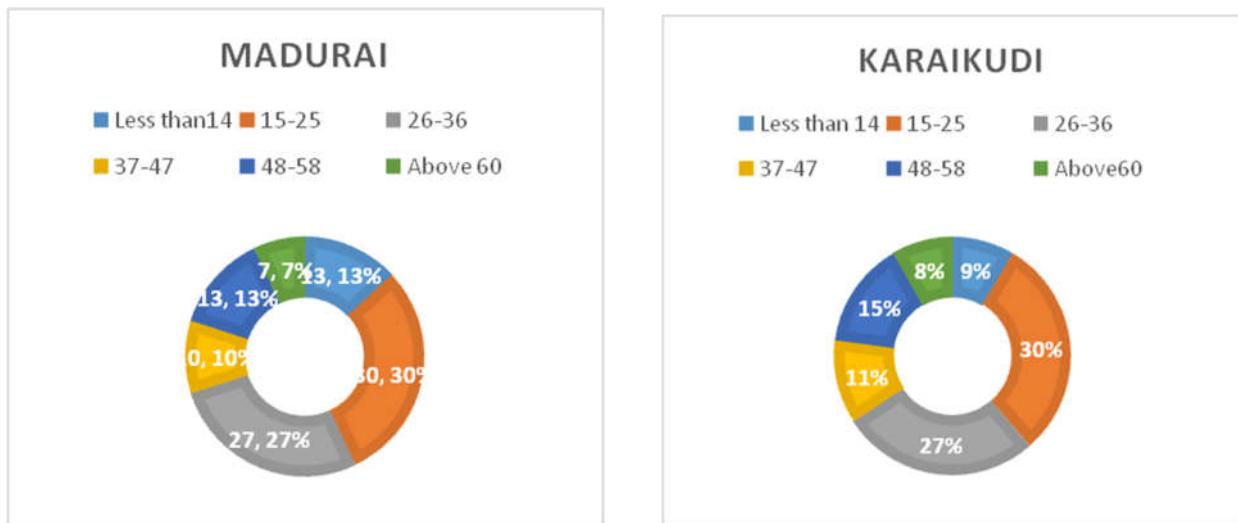


Table 2 It table and chart shows in total 200 respondents then it is male 100 and female 100 respondents it calculate age 15-20 years then mostly majority in age 15 to 25 age persons using Tata cliq application next place 26 -36 second place users it is overall calculation majority of Madurai district and karaikudi 45-48 age persons using Tata cliq application in indian marketing. It is application made in India it is important for online shopping.

Which online product you remain buying?

This table is other applications in indian marketing it is not calculate for Tata cliq remaining applications calculated in percentage it application users in Madurai and Karaikudi peoples using various applications online purchasing indian applications.

Table-3: Peoples using various apps excluding TATACLIQ

Sr .No	Age	No. of Respondents		Percentage (%)	
		Other apps	Madurai	Karaikudi	Madurai
1	Amazon	18	17	18 (%)	17(%)
2	Flip cart	15	13	15 (%)	13(%)
3	E bay	11	14	11 (%)	14(%)
4	Home shop 18	9	8	9 (%)	8 (%)
5	Faso's	7	7	7 (%)	7 (%)
6	All Express	8	9	8 (%)	9 (%)
7	Snap deal	10	5	10 (%)	5 (%)
8	Mantra	9	14	9 (%)	14 (%)
9	Paytm	7	8	7 (%)	8 (%)
10	Ajio	6	5	6 (%)	5 (%)
	Total	100	100	100(%)	100(%)

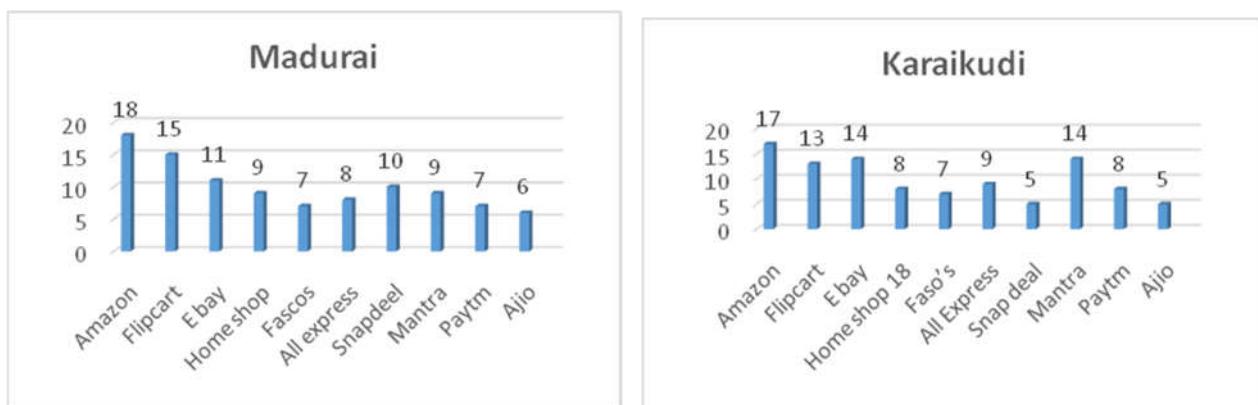


Table 3 this table and chart reaming application purchasing product in Indian marketing it is not for Tata Cliq application it alternative using app for Madurai and karaikudi person it is Indian online marketing applications made in India. Amazon (80),Flip chart (15), E bay (11), Home shop 18(9), Faso's (7), All Express (10), Snap deal (9), Mantra (7), and Ajio (6 it is present age of using other applications it is mudra then Karaikudi district related to Madurai then overall total majority of Madurai district the female most liked mantra application it is India online marketing it liked only Karaikudi females.

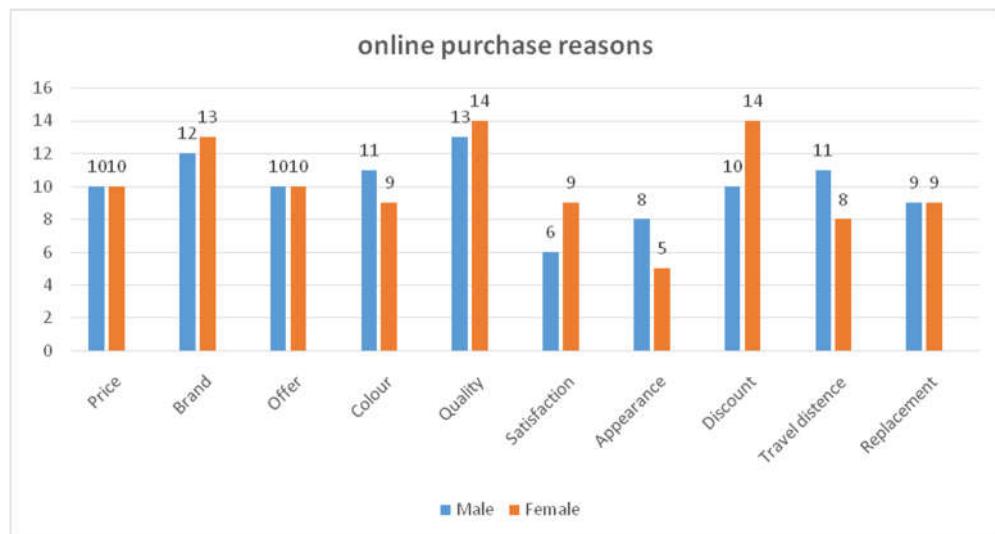


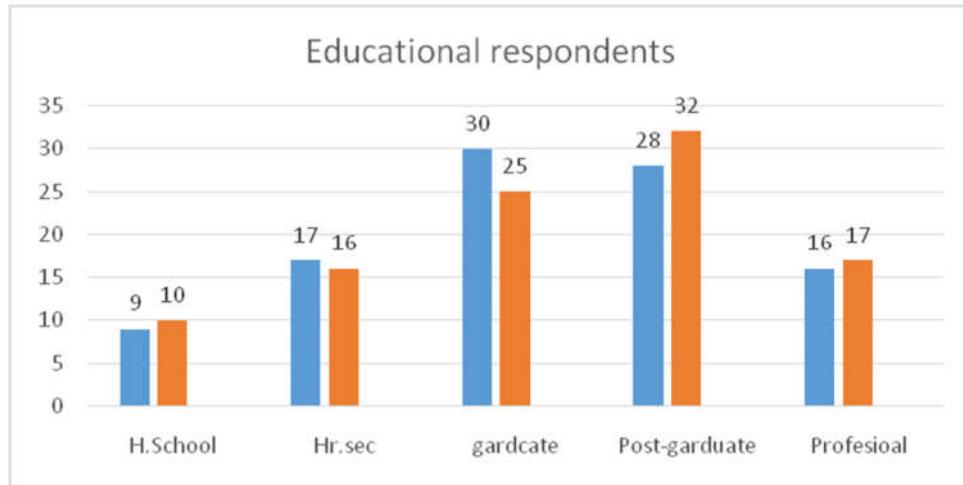
Table-4: Online Purchase and Gender of the Respondents in most influence

Most influencing factors of online shopping	Gender of Respondents		Total	Percentage
	Male	Female		
Price	10	10	10	10 %
Branded	12	13	12	13 %
Color	11	10	11	10 %
Offers	10	9	10	9 %
Quality	13	14	13	14 %
Satisfaction	6	9	6	9 %
Appearance of product	8	5	8	5 %
Discount	10	14	10	14 %
Decrease travelling distance	11	8	11	8 %
Replacement	9	9	9	9 %
Total	100	100	100	100(%)

The table 4 chart ad time table it is whypurchase and reasons data price is Male andFemale district same (10), Brand quality purchasers in male (12) and Female persons (13) it is different in one present age of online shopping. Offer same percentage of two genders (10), Quality purchasers Male (13) and Female (14) the highest of females. Next Satisfaction it means product purchase in after feeling of ordering products it respondent in two genders Male(6) and Female (9) it highest point of females. And appearance it is male (8) female is (5) It is high present of male it is important for one in online shopping .Next traveling distance it is most persons genders likes it is main point of online shopping male(11) Female is (9) it is majority of male Then lastly replace mint it means product order some damages or not like and change colorplacement of some day for calculate for owners it is important for one Male (9) female(9) same present in this quality.

Table-5: Online Purchase and Educational Position of the Respondents

Particulars	Madurai	Karaikudi
High school	9	10
Higher secondary	17	16
Gradate	30	25
Post-graduate	28	32
Professional course	16	17
Total	100	100



Source: Calculated from Primary Data.

Table 5 The above 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 Tata cliq. 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.

9. Findings of the Study

- ✓ Table 1 the study explains that out of 200 respondents in two district Madurai 100 And Karaikudi 100 total 200. It more than persons In Madurai district male 66 and Female 43 percentage respondents.
- ✓ Table 2 It was originate that respondents in the age group, 200 respondents in two districts Madurai 100 and Karaikudi 100 and genders male and female age 15-20 years then mostly majority in age 15 to 25 age persons using Tata cliq application next place 26-36 second place users it is overall calculation majority of Madurai district and Karaikudi 45-48 age persons using Tata cliq application in Indian marketing.
- ✓ Table 3 reaming application purchasing product in Indian marketing it is not for Tata Cliq application it alternative using app for Madurai and Karaikudi person it is Indian online marketing applications made in India.
- ✓ Amazon(80), Flip chart(15), E bay(11), Home shop 18(9), Faso's(7), All Express(10), Snap deal(9), Mantra(7), and Ajio (6 it is present age of using other applications it is mudra then Karaikudi district related to Madurai 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 (10), Brand quality purchasers in male (12) and Female persons (13) it is different in one present age of online shopping. Offer same percentage of two genders (10), Quality purchasers Male (13) and Female (14) the highest of females. Next Satisfaction it means product purchase in after feeling of ordering products it respondent in two genders Male(6) and Female (9) it highest point of females.
- ✓ And appearance it is male (8) female is (5) It is high present of male it is important for one in online shopping .Next traveling distance it is most persons genders likes it is main point of online shopping male(11) Female is (9) it is majority of male Then lastly replace mint it means product order some damages or not like and change colorplacement of some day for calculate for owners it is important for one Male (9) female(9) same present in this quality.
- ✓ 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 Tata cliq.
- ✓ 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.

10. Suggestions of the Study

1. 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 Tata cliq applications. It important for online shopping.
2. Companies might use it as one of the advertising activity in all Indian online marketing application. It is not only for Tata cliq application.
3. 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.
4. 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.
5. Companies should made conscious 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.

11. Conclusion

The research specifies that consumer of online shopping in Tata Cliq 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 Flip cart 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 Tata cliq 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 mostly liked then Second place of Karaikudi district it is some pleas increasing and decreasing. The final result of majority of Tata Cliq application liked Madurai District.

REFERENCES

- [1] Siamand kingship. K. Sinha since (2005), "The customer satisfaction with order fulfillment in retail supply chain: implication of product type in electronic B2C transaction", Journal of operation management, Vol-23, issue 3-4. India
- [2] A.F salaam, and peasantpal via since (2005), "Trust in E-commerce", Journal of communication of the ACM, vole: 48 no: 2. In India
- [3] Binbin He and Christian Boch since (2014), "Influence factors of online shopping", International journal of innovation and scientific research (ISSN 2351-8014) Vole 2 No 2.
- [4] Shahabad shahriari, and Saeidgheiji since(2015) "E-Commerce and IT impacts on global trends and market", International journal of research- Granthaalayah a knowledge repository. (ISSN 2350-0530) Vole: 3 Issue: 4India.
- [5] Ahuja, M.K., Gupta, B and Ramansince (2003), "An empirical investigation of online consumer purchasing behavior [electronic version]" communication of the ACM, 46(12ve). Pp-145-151.