

A STUDY ON FREQUENTLY ORDERED PRODUCT CATEGORIES IN ONLINE MARKETS

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Introduction : COVID-19 has brought unprecedented changes in the way business use to happen. Because of the pandemic situation, people were forced to opt for online method of purchases irrespective of social class. The said period has transformed the way people perform their shopping activity. There is a paradigm shift in which people use to perform shopping. The advantages of online shopping such as time saving, flexible timings, wide range, offers, no physical movement etc has put this method of shopping on front.

Certain categories of products are ordered online very frequently and some products occasionally. Important product categories include books, music, apparels, cosmetics and body care products, accessories, furniture, home decors, electronics, life style products, baby care products, mobiles etc.

Review of Literature : After thorough review of literature, it is found that, the studies covering the aspect of frequently ordered product categories in online markets are very meager and that too there are no studies in backward region of Andhra Pradesh i.e. Rayalaseema Region in general and Kurnool district in specific.

Statement of the Problem : Review of previous research studies has revealed that some research gap is observed. So the present study helps to explore the frequently ordered product categories in online markets.

Need for the Study : Kurnool is the Gate of the Rayalaseema region. Kurnool District is one among the most backward regions of the state of Andhra Pradesh. The people of this region has suffered a lot during the pandemic due to less medical infrastructure when compared to developed regions of the state. The people of this region has less literacy rates, low income levels, less per capita income etc. because of drought prone conditions, less industrialization, leading to underdevelopment. In this connection, a study has been initiated to explore the frequently ordered product categories in online markets in the backward region.

Objectives of the Study : The following are the objectives of the study

- ✓To study the existing literature and to find research gap.
- ✓To list out the product categories in online shopping.
- ✓To examine the frequently ordered product categories in online markets and
- ✓To offer suitable suggestions for further development of online business.

Research Methodology : Research is a scientific inquiry aimed at learning new facts, testing ideas, etc. It is the systematic collection, analysis and interpretation of data to generate new knowledge and answer a certain question or solve a problem. Kurnool District, the Gateway of Rayalaseema Region in Andhra Pradesh has been selected for the study. The data was collected by survey method with the help of structured questionnaire. The survey method is used to get the opinions of online shoppers. The research instrument used for the survey is a well-structured questionnaire consisting of both open-ended and close-ended questions. A sample of 100 consumers from different economic layers been selected for the study. After elimination of few partially unfilled

questionnaires, the final resultant sample is 89.

Research Design : The study was conducted in Kurnool District. The Research study describes the frequently ordered product categories in online markets. The researcher employs statistical techniques,

Sources of Data : The study is based on the both primary and secondary sources of data.

Primary Data : The primary data is obtained from the survey conducted in the Kurnool District with help of constructed questionnaire, which consists of open-end and close-end questions.

Secondary Data : The secondary data is obtained from the various previous research studies and articles, business magazines and other sources.

Sample Design : Sample design is a definite plan to obtain a sample from a given population. It refers to the techniques or the procedures the researchers would adopt in selection items for the sample. An attempt was made to make the sample representative to the target market for products under study.

Period of the Study: The study has been undertaken from 2019 to 2020. The period of primary data collection is from July to December 2019.

Statistical Tools and Techniques : Data has been analysed with SPSS and various graphs and tables were generated. The appropriate statistical tools were also used where ever necessary in analyzing quantitative data in order to arrive at logical conclusions and interpretations in a scientific manner.

Data Analysis and Interpretation : Data collected through questionnaire and secondary source about online shopping in Kurnool district are presenting and analyzing as per required parameter and drawing conclusions of the study.

Table No. 1 : Frequently ordered product categories – Books and Music
Books & Music

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Valid Frequent User | 52 | 58.4 | 58.4 | 58.4 |
| Occasional User | 34 | 38.2 | 38.2 | 96.6 |
| Non-User | 3 | 3.4 | 3.4 | 100.0 |
| Total | 89 | 100.0 | 100.0 | |

Source: Field Survey

Inference : It can be analysed from Table No. 1 that, with regard to frequently ordered product categories through online, and more specifically Books and music products, 58.4% of the respondents are frequent customers, 38.2% of the respondents are occasional customers and 3.4% are not purchasing the said products. It can be concluded from Table No. 1 that, with regard to frequently ordered product categories through online, and more specifically Books and music products, majority of 58.4% of the respondents are frequent customers.

Table No. 2 : Frequently ordered product categories – Apparels
Apparels

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Valid Frequent User | 36 | 40.4 | 40.4 | 40.4 |
| Occasional User | 19 | 21.3 | 21.3 | 61.8 |
| Non-User | 34 | 38.2 | 38.2 | 100.0 |
| Total | 89 | 100.0 | 100.0 | |

Source: Field Survey

Inference : It can be described from Table No. 2 that, with regard to frequently ordered product categories through online, and more specifically Apparels, 40.4% of the respondents are frequent customers, 21.3% of the respondents are occasional customers and 38.2% are not purchasing the said products. It can be concluded from Table No. 2 that, with regard to frequently ordered product categories through online, and more specifically Apparels, major segment of 40.4% of the respondents are frequent customers.

Table No. 3 : Frequently ordered product categories – Cosmetics and Body care products
Cosmetics & Body care

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Valid Frequent User | 54 | 60.7 | 60.7 | 60.7 |
| Occasional User | 18 | 20.2 | 20.2 | 80.9 |
| Non-User | 17 | 19.1 | 19.1 | 100.0 |
| Total | 89 | 100.0 | 100.0 | |

Source: Field Survey

Inference : It can be explained from Table No. 3 that, with regard to frequently ordered product categories through online, and more specifically Cosmetics and Body care products, 60.7% of the respondents are frequent customers, 20.2% of the respondents are occasional customers and 19.1% are not purchasing the said products. It can be concluded from Table No. 3 that, with regard to frequently ordered product categories through online, and more specifically Cosmetics and Body care products, majority of 60.7% of the respondents are frequent customers.

Table No. 4 : Frequently ordered product categories – Accessories
Accessories

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Valid Frequent User | 61 | 68.5 | 68.5 | 68.5 |
| Occasional User | 25 | 28.1 | 28.1 | 96.6 |
| Non-User | 3 | 3.4 | 3.4 | 100.0 |
| Total | 89 | 100.0 | 100.0 | |

Source: Field Survey

Inference : It can be inferred from Table No. 4 that, with regard to frequently ordered product categories through online, and more specifically Accessories, 68.5% of the respondents are frequent customers, 28.1% of the respondents are occasional customers and 3.4% are not purchasing the said products. It can be concluded from Table No. 4 that, with regard to frequently ordered product categories through online, and more specifically Accessories, majority of 68.5% of the respondents are frequent customers.

Table No. 5 : Frequently ordered product categories – Furniture
Furniture

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Valid Frequent User | 26 | 29.2 | 29.2 | 29.2 |
| Occasional User | 55 | 61.8 | 61.8 | 91.0 |
| Non-User | 8 | 9.0 | 9.0 | 100.0 |
| Total | 89 | 100.0 | 100.0 | |

Source: Field Survey

Inference : It can be interpreted from Table No. 5 that, with regard to frequently ordered product categories through online, and more specifically Furniture, 29.2% of the respondents are frequent customers, 61.8% of the respondents are occasional customers and 9.0% are not purchasing the said products. It can be concluded from Table No. 5 that, with regard to frequently ordered product categories through online, and more specifically Furniture, majority of 61.8% of the respondents are occasional customers.

Table No. 6 : Frequently ordered product categories – Home decors
Home Decor

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Valid Frequent User | 29 | 32.6 | 32.6 | 32.6 |
| Occasional User | 55 | 61.8 | 61.8 | 94.4 |
| Non-User | 5 | 5.6 | 5.6 | 100.0 |
| Total | 89 | 100.0 | 100.0 | |

Source: Field Survey

Inference : It can be illustrated from Table No. 6 that, with regard to frequently ordered product categories through online, and more specifically Home decors, 32.6% of the respondents are frequent customers, 61.8% of the respondents are occasional customers and 5.6% are not purchasing the said products. It can be concluded from Table No. 6 that, with regard to frequently ordered product categories through online, and more specifically Home decors, majority of 61.8% of the respondents are occasional customers.

Table No. 7 : Frequently ordered product categories – Electronic goods
Electronics

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Valid Frequent User | 48 | 53.9 | 53.9 | 53.9 |
| Occasional User | 39 | 43.8 | 43.8 | 97.8 |
| Non-User | 2 | 2.2 | 2.2 | 100.0 |
| Total | 89 | 100.0 | 100.0 | |

Source: Field Survey

Inference : It can be observed from Table No. 7 that, with regard to frequently ordered product categories through online, and more specifically Electronic goods, 53.9% of the respondents are frequent customers, 43.8% of the respondents are occasional customers and 2.2% are not purchasing the said products. It can be concluded from Table No. 7 that, with regard to frequently ordered product categories through online, and more specifically Electronic goods, majority of 53.9% of the respondents are frequent customers.

Table No. 8 : Frequently ordered product categories – Life style products
Life Style Products

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Valid Frequent User | 37 | 41.6 | 41.6 | 41.6 |
| Occasional User | 45 | 50.6 | 50.6 | 92.1 |
| Non-User | 7 | 7.9 | 7.9 | 100.0 |
| Total | 89 | 100.0 | 100.0 | |

Source: Field Survey

Inference : It can be seen from Table No. 8 that, with regard to frequently ordered product categories through online, and more specifically Life style products, 41.6% of the respondents are frequent customers, 50.6% of the respondents are occasional customers and 7.9% are not purchasing the said products. It can be concluded from Table No. 8 that, with regard to frequently ordered product categories through online, and more specifically Life style products, majority of 50.6% of the respondents are occasional customers.

Table No. 9 : Frequently ordered product categories – Baby care products
Baby Products

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Valid Frequent User | 17 | 19.1 | 19.1 | 19.1 |
| Occasional User | 47 | 52.8 | 52.8 | 71.9 |
| Non-User | 25 | 28.1 | 28.1 | 100.0 |
| Total | 89 | 100.0 | 100.0 | |

Source: Field Survey

Inference : It can be understood from Table No. 9 that, with regard to frequently ordered product categories through online, and more specifically Baby care products, 19.1% of the respondents are frequent customers, 52.8% of the respondents are occasional customers and 28.1% are not purchasing the said products. It can be concluded from Table No. 9 that, with regard to frequently ordered product categories through online, and more specifically Baby care products, majority of 52.8% of the respondents are occasional customers.

Table No. 10 : Frequently ordered product categories – Mobiles
Mobiles

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Valid Frequent User | 62 | 69.7 | 69.7 | 69.7 |
| Occasional User | 24 | 27.0 | 27.0 | 96.6 |
| Non-User | 3 | 3.4 | 3.4 | 100.0 |
| Total | 89 | 100.0 | 100.0 | |

Source: Field Survey

Inference : It can be visualized from Table No. 10 that, with regard to frequently ordered product categories through online, and more specifically Mobiles, 69.7% of the respondents are frequent customers, 27.0% of the respondents are occasional customers and 3.4% are not purchasing the said products. It can be concluded from Table No. 10 that, with regard to frequently ordered product categories through online, and more specifically Mobiles, majority of 69.7% of the respondents are frequent customers.

Conclusions:

- It can be concluded from Table No. 1 that, with regard to frequently ordered product categories through online, and more specifically Books and music products, majority of 58.4% of the respondents are frequent customers.
- It can be concluded from Table No. 2 that, with regard to frequently ordered product categories through online, and more specifically Apparels, major segment of 40.4% of the respondents are

frequent customers.

- It can be concluded from Table No. 3 that, with regard to frequently ordered product categories through online, and more specifically Cosmetics and Body care products, majority of 60.7% of the respondents are frequent customers.
- It can be concluded from Table No. 4 that, with regard to frequently ordered product categories through online, and more specifically Accessories, majority of 68.5% of the respondents are frequent customers.
- It can be concluded from Table No. 5 that, with regard to frequently ordered product categories through online, and more specifically Furniture, majority of 61.8% of the respondents are occasional customers.
- It can be concluded from Table No. 6 that, with regard to frequently ordered product categories through online, and more specifically Home decors, majority of 61.8% of the respondents are occasional customers.
- It can be concluded from Table No. 7 that, with regard to frequently ordered product categories through online, and more specifically Electronic goods, majority of 53.9% of the respondents are frequent customers.
- It can be concluded from Table No. 8 that, with regard to frequently ordered product categories through online, and more specifically Life style products, majority of 50.6% of the respondents are occasional customers.
- It can be concluded from Table No. 9 that, with regard to frequently ordered product categories through online, and more specifically Baby care products, majority of 52.8% of the respondents are occasional customers.
- It can be concluded from Table No. 10 that, with regard to frequently ordered product categories through online, and more specifically Mobiles, majority of 69.7% of the respondents are frequent customers.

Suggestions: The following are the suggestions of the study

- ✓ It is suggested that, the e-commerce organizations should focus on customers shopping baby care products and furniture in Online shopping.
- ✓ It is suggested that, the e-commerce organizations should concentrate on customers shopping books and music products in Online shopping.
- ✓ It is suggested that, the e-commerce organizations should revive the strategy on customers shopping apparels, home decors and life style products in Online shopping.
- ✓ It is suggested that, the e-commerce organizations should continue the strategy on customers shopping cosmetics and mobiles in Online shopping.

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