



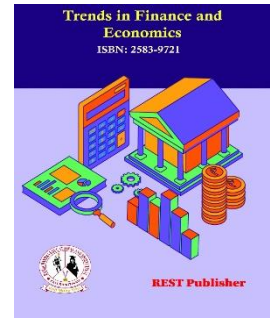
Trends in Finance and Economics

Vol: 3(1), March 2025

REST Publisher; ISSN: 2583-9721 (Online)

Website: <https://restpublisher.com/journals/tfe/>

DOI: <https://doi.org/10.46632/tfe/3/1/4>



Impact of Native E-Commerce Shops Among Customers Belonging to Kanyakumari District

*C. S. Goldie Sheila Jesolit, Chithra James

Women's Christian College, Nagercoil, Tamil Nadu, India.

*Corresponding Author Email: goldiesheilajesolit@yahoo.com,

Abstract: The E-Commerce sector is growing drastically across the globe, in the recent years, especially after the COVID-19 pandemic. It has provided the customer with greater accessibility to goods and services. It has impacted and transformed the ways through which business is done in the current scenario. It is extremely convenient for the customer. Hence, even the local retailers are adapting towards e-commerce facilities by developing their business with online apps. However, it should be noted that there is a wide range of challenges as well involved in e-commerce such as cyber-attacks, leading to data breaches and loss of customer trust (Gupta et al, 2023). The research objective of the study is to analyse the impact the local retailers have created among the customers in Kanyakumari District by transforming themselves in to e-commerce activities. The primary data collection is through convenience sampling, and the sample size is 120. The secondary data collection was through journals, books, websites and databases. The statistical analysis revealed significant differences between age and the benefits of e-commerce such as flexibility, time-saving, low cost, door delivery, and wide range of products. Similarly, significant challenges like lack of security, lack of bargaining power, hidden costs, and lack of trustable enterprise play a crucial role in the decisionmaking process of the customers. Addressing these concerns is essential in influencing customers' decision-making and fostering a more positive online shopping experience for all.

Keywords: Customers, E-Commerce, Locality, Goods, Traditional Stores

1. INTRODUCTION

1.1. Introduction to Topic Online shopping policies, ranging from doorstep delivery to easy return and exchange options, offer maximum convenience to users. Accessibility isn't limited by location; whether urban, semi-urban, or rural, online services are available, making it a vital resource for those who live outside major cities and lack access to malls or showrooms. For these consumers, online shopping is a tremendous benefit, allowing them to find everything they need conveniently without traveling to another city. Many Indians, who are price-conscious, prefer online shopping as it offers substantial discounts and competitive prices (Ramachandran and Karthick, 2019). The COVID-19 pandemic has further accelerated e-commerce, presenting challenges for traditional retail spaces like shopping centers and high streets, which must adapt to remain viable. However, it has also created opportunities for these spaces to improve their appeal. To tackle these challenges and seize new opportunities, local entrepreneurs increasingly collaborate through regional online platforms. These sites, similar to larger national or global e-commerce sites, enable local consumers and retailers to exchange information, conduct transactions, and fulfill orders (Rundel, Salemin, and Haartsen 2024). Although native e-commerce shops are gaining prominence, academic research on the topic remains limited. Most existing studies focus on the supply side, examining the defining features of local e-commerce businesses, while the customer-driven motivators and barriers remain underexplored. This study, therefore, aims to deepen the understanding of the active customer base that organizations should engage with to thrive.

1.2. Objectives: To analyse the most preferred native e-commerce shops belonging to Kanyakumari District. To examine the benefits received through native e-commerce shops by the customers. To understand the various problems faced by customer belonging to Kanyakumari District while purchasing from native e-commerce shops.

1.3. Hypothesis: H01 - There is no significant mean difference among the most preferred native e-commerce shops belonging to Kanyakumari District. H02 - There is no significant difference between age and the benefits received through native e-commerce shops by the customers. H03 - There is no significant difference among the disadvantages of native e-commerce shops by the customers.

1.4. Research Methodology: The researcher opts for a Convenience Sampling method to collect the data for the research among

120 customers in Kanyakumari District. The collection of primary data is through a well-structured questionnaire through Google Forms. In secondary data collection, journals, books, databases, and transcripts were the sources of information. The statistical tools used for the research are Percentage Analysis, Friedman Test, One-Way ANOVA Test and One Sample t-Test with the aid of SPSS Software.2. Review of Literature: Angamuthu (2020) conducts "A Study On Online Shopping In India – An Overview". The objective of the study is to analyze the merits and demerits of online shopping in India. Many teenagers and bachelors are now using the E-Commerce for fulfilling their shopping desires. Most of them are completely aware of all the pros and cons of online shopping. Technology has made significant progress over the years to provide consumers a better online shopping experience and will continue to do so for years to come. With the rapid growth of products and brands, people have speculated that online shopping will overtake in-store shopping Mofokeng (2021) analyses the "The impact of online shopping attributes on customer satisfaction and loyalty: Moderating effects of e-commerce experience". This study aims to measure the moderating effects of online shopping experiences in the e-retail sector of South Africa. The results indicate that the customer satisfaction of online shoppers is influenced by product delivery, perceived security, information quality, and product variety. Customer satisfaction and information quality determine customers' loyalty towards web stores. The results of the scientific analysis in this study showed that the factors that affect satisfactory online shopping outcomes relate to product delivery, product variety, perceived security, and information quality as key antecedents of satisfaction. whose role in the business exchange that aims to develop customer relationships in the long term will influence customer loyalty towards an online shopping website. Gindi et al. (2023) studies about the "E-Commerce Website for Local Goods". The aim is to bridge gap where consumers are more technology oriented and shopkeepers lie at another end of the spectrum. A platform with a highly responsive and easy-to-navigate design for e-commerce which can be brought forward to improve multiple aspects of e-commerce for businesses and customers making their life easier. Local Goods Delivery System is developed to allow users to order anything they want in their day-to-day lifestyle. The main focus of the e-commerce website for local goods is to be as consumer friendly as possible and to facilitate faster and more efficient delivery. Hagen et al. (2024) examines about "What drives consumers to use local online retail platforms? The influence of non-place-specific and place-specific motives". The study purposes to contribute to the understanding of consumer behavior in the evolving local online retail platforms (LORP) landscape. There is a positive attitude toward browsing LORPs can foster both online purchase and offline visit intentions. Convenience-seeking had the most substantial relationship with LORP-browsing attitude, closely followed by entertainment-seeking. There is no significant influence of ethical shopping-seeking or place attachment-seeking on consumer attitudes toward browsing LORPs in the complete sample.

3. ANALYSIS AND INTERPRETATION

Demographic Profile: Demographic, from "demography", refers to characteristics related to the "life-conditions of communities of people" (Furler et al. 2012) . The table below reveals the demographic profile of the respondents.

TABLE 1. Demographic Profile

	Particulars	Frequency	Percent
Age	18-25	35	29.2
	26-33	23	19.2
	34-41	24	20.0
	42-49	20	16.7
	50 and Above	18	15.0
	Total	120	100.0
Gender	Male	60	50.0
	Female	60	50.0
	Total	120	100.0
Annual Family Income	Rs. 3,00,000 and Below	37	30.8
	Rs. 3,00,001 to 6,00,000	41	34.2
	Rs. 6,00,001 to 9,00,000	23	19.2
	Rs. 9,00,001 to 12,00,000	15	12.5
	Above Rs. 12,00,000	4	3.3
	Total	120	100.0
Nature of Family	Nuclear	82	68.3
	Joint	38	31.7
	Total	120	100.0
Number of Member	Less than 4	56	46.7
	4-8	45	37.5
	More than 8	19	15.8
	Total	120	100.0
Current Accommodation Status	Own House	71	59.2

	Rented House	38	31.7
	Leased House	11	9.2
	Total	120	100.0
Taluk	Agastheeswaram	26	21.7
	Thovalai	17	14.2
	Vilavancode	20	16.7
	Thiruvattar	25	20.8
	Kalkulam	21	17.5
	Killiyoor	11	9.2
	Total	120	100.0

Source: Primary Data

The table 3.1 reveals that 29.2 per cent (35) of the respondents belong to the age group of 18-25. It is followed by the respondents belonging to the age group of 34-41, 26-33 and 42-49 with 20.0 per cent (24), 19.2 per cent (23) and 16.7 per cent (20), respectively. Only 15.0 per cent (18) of the respondents belong to age group of 50 and above. One-half (60) of the respondents are male and another half (60) of the respondents are female. Majority of the respondents', 34.2 per cent (41), annual family income is between Rs. 3,00,001 to 6,00,000. It is followed by Rs. 3,00,000 and Below, Rs. 6,00,001 to 9,00,000, and Rs. 9,00,001 to 12,00,000 with 30.8 per cent (37), 19.2 per cent (23) and 12.5 per cent (15), respectively. Only 3.3 per cent (4) of the respondents' annual family income is more than Rs. 12,00,000. Most of the respondents, 68.3 per cent (82), belong to nuclear type of family, while, only 31.7 per cent (38) of the respondents belong joint type of family. A wide range of respondents, 46.7 per cent (56), have less than four members in their family while, another wide range of respondents, 37.5 per cent (45) of the respondents have four to eight members in their family. Only, 15.8 per cent (19) of the respondents have more than eight members in their family. Majority of the respondents, 59.2 per cent (71) of the respondents have an own house and it is followed by 31.7 per cent (45) of the respondents living in a rented house. Only 9.2 per cent (11) of the respondents are living in a leased house. 21.7 per cent (26) of the respondents belong to Agastheeswaram Taluk. It is followed by respondents belonging to Thiruvattar Taluk, Kalkulam Taluk, Vilavancode Taluk, and Thovalai Taluk with 20.8 per cent (25), 17.5 per cent (21), 16.7 per cent (20) and 14.2 per cent (17), respectively. Only, 9.2 per cent (11) of the respondents belong to Killiyoor Taluk. 3.2 – Most Preferred Native E-Commerce Shops: The online shopping websites provide a wide range of product variety and discount options better than regular shopping options at shopping malls or stores. Online shopping websites increase their popularity nowadays due to the COVID-19 Pandemic (Yilmaz, 2022). There is a lot of e-commerce shops belonging to the local and the most preferred native e-commerce shop by the customers in Kanyakumari is determined through Friedman Test. H01 - There is no significant mean difference among the most preferred native e-commerce shops belonging to Kanyakumari District.

TABLE 2. Most Preferred Native E-Commerce Shops

S. No.	Native E-Commerce Shops	Mean Score	Rank
1	KK Shoppy	4.00	IV
2	Kumari Basket	3.44	VII
3	Home Shoppy	4.23	III
4	Kumari Mart	3.95	V
5	Cholas	4.26	II
6	Kumari Shoppy	3.75	VI
7	Snowch	4.37	I
	N	120	
	Chi-Square	40.381	
	df	6	
	Asymp. Sig.	<0.001**	

Table 3.2 reveals that the most preferred native e-commerce shop is Snowch with a mean score of 4.37 and hence ranked in the first position. It is followed by Cholas, Home Shoppy, KK Shoppy, Kumari Mart, and Kumari Shoppy with a mean score of 4.26, 4.23, 4.00, 3.95 and 3.75, respectively. Hence, these are ranked at second, third, fourth, fifth and sixth position. The least preferred native e-commerce shop is Kumari Basket with a mean score of 3.44 and thus, ranked in the seventh position. As the p-value is less than 0.01, there is a high significant mean difference among the most preferred native e-commerce shops. Hence, the null hypothesis is rejected and the alternate hypothesis, 'There is a high significant mean difference among the most preferred native e-commerce shops belonging to Kanyakumari District' is accepted at 99 per cent confidence level. 3.3 – Benefits of Native E-Commerce Websites. In the recent years, E-Commerce has gained popularity due to the various benefits available to the customers. It provides various benefits such as special offers, convenience, wide product variety and lower

price. One-Way ANOVA Test is used to compare the independent variable age and the benefits provided by the native e-commerce websites to the customers in Kanyakumari. H02 – There is no significant difference between age and the benefits received through native e-commerce shops by the customers.

TABLE 3. Benefits of Native E-Commerce Websites

Benefits		Sum of Squares	df	Mean Square	F	Sig.
Price Comparisons	Between Groups	29.700	4	7.425	3.646	0.008**
	Within Groups	234.167	115	2.036		
	Total	263.867	119			
Convenience	Between Groups	31.742	4	7.935	4.183	0.003**
	Within Groups	218.183	115	1.897		
	Total	249.925	119			
Saves Time	Between Groups	41.033	4	10.258	5.715	<0.001**
	Within Groups	206.433	115	1.795		
	Total	247.467	119			
Flexible Payment Options	Between Groups	33.433	4	8.358	4.656	0.002**
	Within Groups	206.433	115	1.795		
	Total	239.867	119			
More Variety	Between Groups	25.808	4	6.452	3.530	0.009**
	Within Groups	210.183	115	1.828		
	Total	235.992	119			
Access to Wide Information	Between Groups	34.592	4	8.648	4.440	0.002**
	Within Groups	224.000	115	1.948		
	Total	258.592	119			
Online Tracking	Between Groups	40.867	4	10.217	5.362	0.001**
	Within Groups	219.100	115	1.905		
	Total	259.967	119			
Customers' Review	Between Groups	47.725	4	11.931	8.336	<0.001**
	Within Groups	164.600	115	1.431		
	Total	212.325	119			

Source: Primary Data** denotes significant at 1%

As the p-value is less than 0.01, there is a high significant difference between age and benefits of native e-commerce shops such as 'Price Comparisons', 'Convenience', 'Saves Time', 'Flexible Payment Options', 'More Variety', 'Access to Wide Information', 'Online Tracking' and 'Customers' Review'. Hence, the null hypothesis is rejected and the alternate hypothesis, 'There is a high significant difference between age and the benefits received through native e-commerce shops by the customers', is accepted at 99 per cent confidence level. 3.4 – Disadvantages of Native E-Commerce Websites: Native e-commerce websites offer various advantages to the customers, but it also exposes consumers to various risks in areas such as personal information, quality, customer satisfaction and financial data. The data is analysed through the use One-Sample t-Test. H03 – There is no significant difference among the disadvantages of native e-commerce shops by the customers.

TABLE 4. Disadvantages of Native E-Commerce Websites

Disadvantages	t	df	Sig. (2-tailed)	Mean Difference
Impersonal Shopping Experience	4.094	119	<0.001**	0.550
Shipping Costs	1.809	119	0.073	0.233
Delays in Receiving the Product	3.623	119	<0.001**	0.500
Risk of Frauds	2.210	119	0.029*	0.292
Technical Issues	-0.682	119	0.497	0.083
Quality Uncertainty	4.193	119	<0.001**	0.608
Complicated Returns	2.943	119	0.004**	0.408
Digital Scams	2.265	119	0.025*	0.292
Absence of Immediate Sales Assistance	2.170	119	0.032*	0.367
Less Contact with Community	2.803	119	0.006**	0.400
Credit Card Fraud	3.858	119	<0.001**	0.425
High Product Price	4.343	119	<0.001**	0.592
Uninformed Money Deduction	1.319	119	0.190	0.175
Fake Reviews	4.624	119	<0.001**	0.700
Limited Information	3.416	119	0.001**	0.500
Diminished Instant Satisfaction	2.786	119	0.006**	0.383

Source: Primary data: ** denotes significant at 1%, * denotes significant at 5% As the p-value is less than 0.01, there is a high significant difference among 'Impersonal Shopping Experience', 'Delays in Receiving the Product', 'Quality Uncertainty', 'Complicated Returns', 'Less Contact with Community', 'Credit Card Fraud', 'High Product Price', 'Fake Reviews', 'Limited Information' and 'Diminished Instant Satisfaction'. Hence, the null hypothesis is rejected and the alternate hypothesis 'There is a high significant difference among the disadvantages of native e-commerce shops by the customers', is accepted at 99 per cent confidence level. As the p-value is less than 0.05, there is a significant difference among 'Risk of Frauds', 'Digital Scams', and 'Absence of Immediate Sales Assistance'. Hence, the null hypothesis is rejected and the alternate hypothesis 'There is a significant difference among the disadvantages of native e-commerce shops by the customers', is accepted at 95 per cent confidence level. As the p-value is more than 0.05, there is no significant difference among 'Shipping Costs', 'Technical Issues', and 'Uninformed Money Deduction'. Hence the null hypothesis 'There is no significant difference among the disadvantages of native e-commerce shops by the customers', is accepted at 5 per cent confidence level.

4. FINDINGS AND CONCLUSION

Snowch emerges as the most preferred native e-commerce shop with a mean score of 4.37, securing the top rank. The least preferred option is Kumari Basket, with a mean score of 3.44, placing it in the seventh position. With a p-value less than 0.01, there is a highly significant mean difference in preferences among the e-commerce shops. This indicates that customers in Kanyakumari District have distinct preferences for certain e-commerce shops over others, rejecting the null hypothesis and accepting the alternate hypothesis that there is a high significant mean difference among the most preferred e-commerce shops. The p-value below 0.01 shows a significant difference between age groups and the benefits they perceive from using native e-commerce shops, such as Price Comparisons, Convenience, Time Savings, Flexible Payment Options, Variety, Information Access, Online Tracking, and Customer Reviews. Thus, age significantly influences the perceived benefits, leading to the acceptance of the alternate hypothesis. There is a highly significant difference among customer perceptions of the disadvantages of native e-commerce shops. These include Impersonal Shopping Experience, Delivery Delays, Quality Uncertainty, Complicated Returns, Reduced Community Contact, Credit Card Fraud, High Product Price, Fake Reviews, Limited Information, and Diminished Instant Satisfaction. This confirms that customers view these disadvantages differently, affirming the alternate hypothesis. To enhance customer satisfaction and strengthen brand loyalty, native e-commerce shops in Kanyakumari District should consider a multi-faceted approach that addresses both positive reinforcement and critical areas for improvement. First, leveraging the popularity of top-ranked platforms like Snowch and Cholas, these shops could implement customer engagement strategies, such as loyalty programs, personalized discounts, and responsive customer service, to further solidify their competitive advantage. Tailoring promotional campaigns to different age groups is also crucial, given that younger and older customers may prioritize distinct benefits, such as price comparisons, variety, and flexible payment options. Developing age-specific marketing strategies—such as offering more tech-friendly navigation for younger users and clear, step-by-step guides for older demographics—can ensure each group feels catered to. Additionally, the study highlights several disadvantages, particularly regarding impersonal shopping experiences, product quality concerns, and potential risks of fraud, which must be addressed to reduce barriers to customer trust. E-commerce platforms should work on enhancing their logistics networks to minimize delivery delays, introduce quality assurance processes to avoid customer disappointment, and establish comprehensive fraud prevention measures to safeguard transactions and protect customer data. Shops should also take proactive steps to manage secondary concerns, such as shipping costs, technical issues, and transparent billing processes, to maintain a seamless customer experience. By focusing on these key areas, native e-commerce shops in Kanyakumari District can not only retain their current customer base but also attract new users, improving their market presence and brand image. The analysis of preferences for native e-commerce shops in Kanyakumari District reveals significant insights into customer behavior, preferences, and areas of concern. Snowch and Cholas have emerged as the most favored platforms, reflecting a strong preference for e-commerce shops that prioritize customer experience and meet essential needs such as convenience, variety, and reliable delivery. The study further establishes that age influences the perceived benefits of e-commerce, indicating that different age groups value aspects like pricing, convenience, and accessibility in unique ways. Additionally, significant differences were observed among the perceived disadvantages, highlighting areas where customer experience could be improved—particularly in terms of shopping personalization, delivery timelines, product quality assurance, and fraud prevention. Issues such as impersonal shopping experiences, complicated returns, and digital security concerns were major deterrents, suggesting that customers are increasingly prioritizing trust and engagement alongside convenience when choosing e-commerce platforms. Despite current strengths, these findings point to specific areas for improvement, such as enhancing customer service responsiveness, ensuring transparency in product quality, and developing more secure transaction processes. Moreover, while some secondary concerns like shipping costs and technical issues did not significantly impact customer preferences, proactively addressing them could further enhance user experience and

build long-term loyalty. By focusing on these areas, native e-commerce platforms in Kanyakumari District have the potential to further differentiate themselves in a competitive market and cater to a broader customer base.

REFERENCES

- [1]. Gupta, S, Kushwaha, P S, Badhera, U, Chatterjee, P, Ernesto, D R & Gonzalez, S (2023). Identification of benefits, challenges, and pathways in E-commerce industries: An integrated two-phase decision-making model. *Sustainable Operations and Computers*, 4, 200-218. KeAi Chinese Roots Global Impact. <https://doi.org/10.1016/j.susoc.2023.08.005>
- [2]. Ramachandran, K. K., & Karthick, K. K. (2019). Effect of online Shopping in Local Market of India. *International Journal of Engineering and Advanced Technology*. 8(6s), 817–819. Blue Eyes Intelligence Engineering and Sciences Engineering and Sciences Publication - BEIESP. <https://doi.org/10.35940/ijeat.f1155.0886s19>
- [3]. Rundel, C., Salemin, K., & Haartsen, T. (2024). The potential of local online shopping platforms for villages and small and medium-sized towns. *Journal of Rural Studies*, 112, 103422. <https://doi.org/10.1016/j.jrurstud.2024.103422>
- [4]. Angamuthu, R. (2020). A Study On Online Shopping In India – An Overview. *International Journal of Research and Analytical Reviews*, 7(1), 676–678. <https://www.ijrar.org/papers/IJRAR2001956.pdf>
- [5]. Mofokeng, T. E. (2021). The impact of online shopping attributes on customer satisfaction and loyalty: Moderating effects of e-commerce experience. *Cogent Business & Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1968206>
- [6]. Gindi, N. E. S., Ishaque, N. Q., Shaikh, N. G., Bagwan, N. O., & Ansari, N. A. (2023). E-Commerce Website for Local Goods. *International Journal of Advanced Research in Science Communication and Technology*, 3(6) 229–234. <https://doi.org/10.48175/ijarsct-9405>.
- [7]. Hagen, D., Spierings, B., Weltevreden, J., Risselada, A., & Atzema, O. (2023). What drives consumers to use local online retail platforms? The influence of non-place-specific and place-specific motives. *Journal of Retailing and Consumer Services*, 77, 103649. <https://doi.org/10.1016/j.jretconser.2023.103649>.
- [8]. Furler, J., Magin, P., Pirotta, M. & Driel, M V. (2012). Participant demographics reported in "Table 1" of randomised controlled trials: a case of "inverse evidence"?. *International Journal for Equity in Health*. 11(14), 1-4. <https://doi.org/10.1186/1475-9276-11-14>
- [9]. Yilmaz, Z. (2022). Ranking online shopping websites by considering the criteria weights. *Journal of Business Research*, 144, 497–512. <https://doi.org/10.1016/j.jbusres.2022.02.018>