



**A STUDY ON TATA-CLIQ ONLINE SHOPPING APP WITH REFERENCE
TO VIJAYAPURA AND KALBURGI DISTRICT****¹Mahalakshmi N. and ²Devarajanayaka K. M.****¹Research Scholar and****²Professor, Department of Commerce, Chirashree Institute of Research and Development (CIRD).****ABSTRACT**

India's growing number of online shoppers is a result of this development. Online shopping is growing and being updated daily. The primary locations in Vijayapura and Kalburgi districts are compared. Customers shop and purchase goods online, and this trend is expected to continue in the future. The primary cause of the COVID-19 lockdown last year was the rise in online shoppers. More people are shopping online these days than ever before. For instance, all products are available online for COVID-19 cultivations, electricity costs, and online purchases. This study examines how customers behave when they shop online using the Tata Cliq app, which was released on May 27, 2016, by the Tata Group. India is where the app is made. It primarily A customer's perception of how well a service meets or surpasses their expectations can be used to define service quality. The purpose of this study is to determine how consumers in the districts of Vijayapura and Kalburgi behave when they shop online. Purposive sampling, percentage analysis, and the Chi-Square test were used to select respondents for the paper. The goal of this study is to examine how Indian-made Tata Cliq app users behave when they shop online. The hypotheses were tested on a total of 600 samples. This app was created to compare the districts of Vijayapura and Kalburgi, indicating where consumers prefer to shop online and the latest trends in Indian online shopping.

**KEYWORDS:** Online shopping, Tata cliq, Vijayapura, Kalburgi, Customers, and Applications .**INTRODUCTION**

In the world of competition, marketing is a way of life for all types of businesses. These days, modern marketing is essential. Its marketing is not just restricted to selling products to make money, but also to meet customer needs, which lowers customer satisfaction. In order to acquire goods from the supplier through the transfer of ownership, modern marketing activities entail identifying the customer's needs with regard to the product and service. It refers to determining the customer's needs and planning the activity to satisfy them. According to Mahatma Gandhi, a customer is an improvement visitor who gives a business the chance to serve him. Customers can now identify the various product types available in the global market, learn about new inventions, and evaluate products thanks to the convenience of online shopping. All kinds of products are now available for purchase online due to the quickening pace of globalization.

About TATA CLIQ

Founded on May 27, 2016, Tata Cliq is a private company in India. Its owner and CEO is Vikas Purohit. E-commerce is the industry name for luxury goods sold online in India. In February 2020, Alexa ranked 8,000 globally. Current began by activating online shopping services. Both Hindi and English versions of the Tata Cliq app are available. Made in India is the key selling point.

REVIEW OF LITERATURE

Bayer suhansince (2015) "Online shopping is a well-known miracle in Indian online marketing for Made India," he said.in India's Tata Cliq application. The primary feature of the app is created in India, and the user's online marketing index also analyzes the reasons and reserves. This paper's goal is to illustrate the current state of online shopping in India, with a focus on the competitive markets of Vijayapura and Kalburgi. The psychological impact of the customer is demonstrated here. The most difficult and promising problem is gaining the trust of Indian customers regarding the online store. Indian customers are aware of the benefits of online shopping at Tata Cliq in Vijayapura and Kalburgi.

Binbin He and Christian Since (2014) The purpose of this paper is to examine how online shopping has affected Tata Cliq in India. Online retailers are successful in the same areas; they have significant advantages in these areas. There are a lot of security issues with non-Indian apps when shopping online. The Tata Cliq app is more popular in India than online shopping, despite the fact that many customers are concerned about certain issues.

Binbin He and Christian Boch Since(2014) The purpose of this paper is to investigate how online shopping affects Tata Cliq, an Indian marketing application. Online retailers have advantages in these aspects of online marketing and Indian shopping, and they perform well in the same areas. Online shopping and other applications have a lot of security issues. Users of the Tata Cliq applications compete in the Indian districts of Vijayapura and Kalburgi.

STATEMENT OF THE PROBLEM

Online shopping is becoming more and more popular in India due to the country's expanding internet usage, which is beneficial for everyone. The Indian economy revolves around it. In today's market, online payments and plays are crucial to a nation's economic growth, especially for India. Online shopping has developed in all sectors and is not just focused on food. Every day, new updates for Indian applications are added to the online product byers. The modern world is digital since the internet governs everything. Technology is rapidly advancing global digitalization and altering how consumers purchase goods and services. Since India is the primary cause of COVID-19, people's attitudes toward online shopping and payment methods are likely to change. Millions of people purchase products online due to the main benefits of online shopping, which include time savings, convenience, easy accessibility, a wide range of prices, a maximum payment period of three days, a one-week replacement period in Indian marketing, and more. These factors are crucial for online shopping in India. It is one of the primary causes of online shopping and online payment methods. The Tata Cliq app is made in India, and its users are growing in Ilia.

OBJECTIVE

1. To propose satiable measures to enhance online shoppers' satisfaction
2. To identify the respondent's socioeconomic
3. To educate people about the generals of internet shopping
4. The research study is crucial for internet purchasing.
5. The investigation and evaluation of numerous elements that contribute to the growth of internet shopping
6. Online shopping in Kalburgi and Vijayapura

Hypotheses of the Study

Below is a summary of the study's hypotheses regarding Indian online shopping. Amazon, Flip Cart, Ebay, Home Shop 18, Faso's, All Express, Snap Deal, Mantra, and Paytm are among the online retailers whose awareness has not been impacted by the

- ✓ Respondents' age, marital status, educational background, gender, and employment status in relation to Indian online shopping.
- ✓ Factors that motivate consumers in Indian marketing applications. When it comes to online shopping, price, new fashion, premium quality, colors, designs, and quantity, public image, secure delivery, advanced technology, affordability, and ease of availability are not comparable to respondents' educational backgrounds or gender.

RESEARCH METHODOLOGY

The general design of the organizing technique for meeting valid and reliable data for the resolution of search in the Tata Cliq online shopping application is guided by the research methodology. The methodology of this Tata Cliq customer purchasing behavior. The study includes an explanation of the research design, sample size, pricing schemes, sampling methods, tool development and description, primary and secondary data collection methods, and data analysis in a Tata Cliq online shopping application in India.

Research Design

The methodology covered data collection, study period, sampling design, reliability analysis, pilot study, and statistical tools and techniques. The study's title is "A study on Tata cliq application with reference to Vijayapura and Kalburgi district." It includes a timetable of all the data calculations and chart explanations for Tata Cliq application users. After that, application users compare the two districts of Vijayapura and Kalburgi. A study's validity depends on how the data are systematically gathered and analyzed in sequential order. Both primary and secondary data were used in this study. The comparison of other Indian marketing applications with the Tata Cliq application.

Sources of the Data

Primary Data- Meeting schedules with different respondents in Vijayapura and Kalburgi districts are used to find this reading of a primary source of data. Next, compare the online marketing buyer data from the two districts. The researcher's ability to conduct a consistent analysis of online shopping marketing in India would be aided by the sample selection.

Secondary Data- The evidence previously presented in secondary data is referred to as secondary sources. After the initial records, periodicals, published articles, submitted hypotheses, books, and the internet, among other sources, secondary data was still gathered for this study. This data is not a copy of previous data; it is only collected for modals.

Analysis – "A study on the use of Tata Cliq in the districts of Vijayapura and Kalburgi" In order to meet the study's goals, an analysis is conducted to comprehend the Tata Cliq's Indian application, which users fully comprehend through online shopping in Indian marketing applications. All respondents are included in the following data tables with explanations, which cover the socio-economic outline table.

Analysis

Gender respondents

The gender-wise ordering of the male and female respondents chosen for the study is shown in table 1. The analysis includes a percentage of Vijayapura 100 and Kalburgi 100, for a total of 200 respondents.

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

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

Source of data: Primary

Out of 100 respondents in various districts, the table and chart illustrate the male and female response ties. Then, there were 200 responders in total—100 from Vijayapura and 100 from Kalburgi. In Vijayapura district, 43 percent of respondents were famous, and 66 percent were male. Additionally, 39 women and 61 men responded from the Kalburgi district. It is determined that the majority of Tata Cliq users in Vijayapura district are male (66.6%), while the majority of Karai Kudi district users are female (61.61%). The majority of Tata Cliq users are male in Vijayapura and female in Kalburgi district.

Age respondents (15-60) of the Perpetrators.

Table 2: Using the percentage method, the age of male and female respondents in Vijayapura and Kalburgi districts is classified as under 14, 15 to 25, 26 to 36, 37 to 47, 48 to 58, and over 60 years old.

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

Sr. No	Age	No. of Respondents		Percentage (%)	
		Vijayapura	Kalburgi	Vijayapura	Kalburgi
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. The table and chart indicate that there were 200 respondents in total, 100 of whom were male and 100 of whom were female. Ages 15 to 25 were calculated, and the majority of those using the Tata Cliq app came in second. The majority of people in Vijayapura district and Kalburgi, aged 45 to 48, use the Tata Cliq application for Indian marketing, with 26–36 users coming in second overall. This Indian-made application is crucial for internet shopping.

Which online product you remain buying?

Additional Indian marketing applications are shown in this table. The percentage of people in Vijayapura and Kalburgi who use different applications and buy Indian apps online is not calculated for Tata Cliq's remaining applications.

Table-3: Peoples using various apps excluding TATA CLIQ

Sr. No	Age	No. of Respondents		Percentage (%)	
	Other apps	Vijayapura	Kalburgi	Vijayapura	Kalburgi
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 are for Indian online marketing applications that are made in India. They are not for the Tata Cliq application; rather, they are an alternative for Vijayapura and Kalburgi people to use when buying products. Amazon (80), Flip Chart (15), Ebay (11), Home Shop 18 (9), Faso's (7), All Express (10), Snap Deal (9), Mantra (7), and Ajio (6). In the current era of using other applications, the most popular one is Mudra, followed by Kalburgi district, which is connected to Vijayapura. Of the entire Vijayapura district, the majority of women prefer the Indian online marketing app, which is only popular with Kalburgi women.

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 fourth chart and time table explains why purchases are made and why data prices are the same for male and female districts (10), brand quality buyers in males (12) and females (13) in the current era of online shopping. Provide the same proportion of both sexes (10), quality buyers (males 13 and females 14), with the highest proportion of females. Next, satisfaction refers to the purchase of a product following the experience of placing an order. Survey respondents were divided into two genders: males (6) and females (9), with females scoring the highest. In terms of appearance, there are a lot of men (8) and women (5), which is crucial for online shoppers. The primary factor in online shopping is the travel distance, which most people of all genders prefer. male (11). The majority of people are male (9) and female. In order to calculate for owners, it is crucial that one male (9) and one female (9) be present in the same quality. Finally, replacing the mint indicates that the product order has some damages or not.

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

Particulars	Vijayapura	Kalburgi
High school	9	10
Higher secondary	17	16
Graduate	30	25
Post-graduate	28	32
Professional course	16	17
Total	100	100

Source: Calculated from Primary Data.

Table 5 High school, upper secondary, graduate, postgraduate, and professional course students gather data for the table and chart above. The majority of graduate and postgraduate students enjoyed and utilized Tata Cliq, which increased the total number of students. There is a correlation between the respondents' educational background and the elements that most influence your online purchase, which is the defendants' educational background. This marketing application was created in India.

FINDINGS OF THE STUDY

- The study explains in Table 1 that there were 200 respondents in two districts, 100 in Vijayapura and 100 in Kalburgi. It is more than people. In the Vijayapura district, 43 percent of respondents were famous, and 66 percent were men.
- Table 2 The study began with 200 respondents in two districts, Vijayapura 100 and Kalburgi 100, with genders ranging from 15 to 25 years old. The majority of respondents using the Tata Cliq app were between the ages of 15 and 25. The majority of people in Vijayapura district and Kalburgi, aged 45 to 48, use the Tata Cliq application for Indian marketing, with 26–36 users coming in second overall.
- Table 3 shows the reaming application for product purchases in Indian marketing. It is an Indian online marketing application created in India and is not for the Tata Cliq app. It is an alternative app for people in Vijayapura and Kalburgi.
- 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). In the current era of using various applications, the most popular one among women is the mantra app, followed by Kalburgi district, which is connected to Vijayapura, and the majority of Vijayapura district overall.
- In the current era of online shopping, the brand quality of buyers in males (12) and females (13) differs, as does the reason for purchase and the data price in the same district (10). Provide the same proportion of both sexes (10), quality buyers (males 13 and females 14), with the highest proportion of females. Next, satisfaction refers to the purchase of a product following the experience of placing an order. It is the highest point for female respondents out of two genders, male respondents (6) and female respondents (9).
- Additionally, it is male (8) and female (5) in appearance, which is significant for one who shops online. The majority of people's genders like the next travel distance, which is the primary driver of online shopping for men (11) and women (9) Last but not least, replacing the mint indicates that the product was ordered with some damage or dissatisfaction and that the color and placement have changed. This is crucial for one male (9) and one female (9) to be present in this quality.
- Table 5: The previously mentioned It compiles data from students enrolled in high school, postsecondary education, graduate, postgraduate, and professional courses. The majority of graduate and postgraduate students enjoyed and utilized Tata Cliq, which increased the total number of students.
- There is a correlation between the respondents' educational background and the factors that most influence your online purchase, which is the defendants' educational background. This marketing app was created in India.

SUGGESTIONS OF THE STUDY

- The majority of customers believe that online shopping fees charged by businesses are extremely high. Given the competitive nature of online shopping, it is advised that businesses either lower their fees or provide free product delivery. Additionally, do not only avoid damaged goods for Tata Cliq applications in Indian marketing. It's crucial for internet shopping.
- In all Indian online marketing applications, businesses may use it as one of their advertising activities. It isn't limited to the Tata Cliq app.
- The majority of consumers are unaware of the different pre and post amenities offered by these online retailers. Customers wait for this announcement in order to receive free delivery when they shop online.
- The businesses would inform clients about how they maintain the security of their credit card number. in all forms of internet marketing, including marketing in India.
- Businesses should inform clients about the return policy and manufacturer in the event that a defective or incorrect product is delivered. This is the primary cause of customers' occasional purchases of duplicate, incorrect, and damaged goods when they shop online.

CONCLUSION

According to the study, customers who shop online through the Tata Cliq app respond favorably to features like cash on delivery and multiple payment options, discounts, free home delivery and cash for a limited period of time, various promotions, time savings, security at all times, and the caliber of goods displayed in the Indian marketing app, among other things. The younger generation, which includes those between the ages of 18 and 36, was primarily drawn to online shopping via smartphones and Android mobile devices. Amazon and Flip Cart are two new Indian applications that have recently drawn users to the Tata Cliq app. This is because the top online retailer has taken the top spot in consumers' minds, followed by the Amazon and Tata Cliq apps. The respondents' perceptions of online shopping in Indian marketing are positive, according to the full data and results. This study unequivocally supports the rise in online shopping in the Vijayapura district, which is ranked second by Kalburgi district, although it is somewhat declining. Vijayapura District was the final outcome of the majority of Tata Cliq applications.

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