

## **A New E-tailing Mix, the Six S (6S) for E-tailing: Evidences from India**

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***Abstract:** The aim of the present study is to develop an e-tailing mix based on attitude and opinion towards the marketing initiatives of e-tailors of India. There is significant growth reported in the business volumes of e-tailors in India in the last decade and they are becoming more aggressive in their offerings to attract new customers. It has been proved by various contemporary researchers that the historical marketing mix alone is not fulfilling the needs of internet retailers, so the findings of this research work may prove to be a help to online retailers. The methodology adopted for this research was a quantitative survey with the help of structured questionnaire of online shoppers across ten most populated cities of India. The Principal component factor analysis was run to analyze the collected data. The factor analyzed data showed six quite distinct underlying factors in the marketing of online retailers in India. Though some of the extracted factors are a part of traditional marketing mix elements like product, price and promotion but are presented by different titles in the present research as SALMAGUNDI for product, SUM for price and SALES TALK for promotion while other identified factors are termed as SAFETY, SITE DESIGN and SERVICE.*

***Keywords:** e-tailing, e-tailing mix, Factor Analysis and Online Retailing*

### **INTRODUCTION**

The technological changes in internet and its mediums of usage have so much surpassed the 21<sup>st</sup> century that the present complexities and frustration of humans shall be served in order to justify the technological advancements. The significant growth in online activity in India reflects the evolving nature of the market and the Indian consumer. Opportunities in e-commerce are huge because of a large population base, changing consumer lifestyle and lack of infrastructure for bigger brick and mortar stores. As

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per Internet and Mobile Association of India (IMAI), e-tailing comprises of online retailers and auctions. Items like Food, Home provisions, Grocery, Automobiles, Home electronics, Home appliances, Computer and computer peripherals, CDs, Books, Cinema Tickets, Shoes, Clothes, Watches, Costumes, Perfume, Flowers, Toys, Games, Dry Fruits, Gift items – etc. traded through electronic media are considered under e-tailing.

Online retailing, also known as electronic retailing or e-tailing is a business model that enables the selling of goods and services to consumers via the Internet (Wang, Head and Archer, 2002; Xu and Quaddus, 2010). Turban *et al.* (2006) defined e-tailing as Retailing conducted online, over the internet. Many other researchers have explained that the concept of e-tailing is similar to B2C. The selling of goods and services to the consumer market via the internet is e-tailing (Doolin (2004); Rao (1999); White (2001), Wang (2002). Electronic retailing or e-tailing can include business-to-business and business-to-consumer sales. e-tailing revenue can come from the sale of products and services, through subscriptions to website contents or through advertising” whereas dictionary.com defined e-tailing as, “the selling of goods and services on the Internet or through e-mail solicitation.”

The roots of e-retail stem from the information technology (IT) boom in the late 1990s and early 2000s. In India, in mid 90s seeds of this revolution were sown when VSNL introduced internet. The Indian e-commerce market is estimated at \$5.18 billion for the year 2011 and as per the estimates of AVENDUS it will take a giant stride in sales and will grow to \$19.6 billion by 2015. e-tailing has been the cornerstone of the digital consumer industry globally. It is typically slow to start off (compared to online advertising and travel), but invariably becomes the dominant force as the sector evolves. AVENDUS has projected that the Indian market will evolve towards higher contribution from e-tailing in coming years. As per their estimates, e-tailing will catch up with online travel by 2015 with each of them contributing approximately \$9.6 billion to the total e-commerce market whereas as per Boston Consulting Group estimates, the overall retail market in India is expected to grow to \$ 65.45 billion by 2015 with an online penetration of 1.4% in 2015, the e-tailing market will be approx \$9.15 billion.

Another work by ASSOCHAM, titled “**Online Shopping - Review & Outlook in 2013**”, India’s e-commerce market was worth about \$2.5 billion in 2009, it went up to \$6.3 billion in 2011 and to \$16 billion in 2013 and is expected to touch whopping \$56 billion by 2023 which will be 6.5 per cent of the total retail market.

The conventional retail channels would be completely wiped out when manufacturers would contact the consumers directly over the Internet and eradicate the need for redundant physical retailers or other intermediaries completely. (Laudon and Traver 2008). The real foundation for e-tailing can be described with the foundation building during 2000’s, when the internet penetration increased steadily, the advancements on technology provided better interfaces to customers. The transactions become safer that otherwise was the biggest concern to Indian customers so far. e-commerce in many forms, like online travel booking and reservation, travel, classified,

banking and financial services have started to make an inroad in the minds of Indian customers. And the decade 2010s is expected to see a sea change in e-commerce and e-retail.

## REVIEW OF LITERATURE

The e-tailing industry in 2000, was not established, a report by McKinsey (2000) stated the reasons for the failures of pure play retailers and identification of the problems relating to packaging, maintaining inventory, exchange with certain commodities are contributing small ticket size being difficult to pick up by the online buyers. Also the rising fierce price competition is another problem faced by pure play retailers whereas one who has multichannel strategy is successful. McKinsey (2000) presented that the three fundamentals of online retailing are as: Content, Community and Commerce. The 4S Web Marketing Mix model (Costantinidies, 2006) defines the main elements of an e-commerce project in a simple and practical way, save considerable time in designing and completing the online project. The 4 elements are: Scope (Strategy), Site (operational aspects / web experience, Synergy (organizational aspects) and System (technical and technological aspects). In order to develop the right e-tailing strategy, Feare (2002) has addressed five points. They are: (i) prompt delivery, (ii) supply chain, (iii) demand nature, (iv) reverse logistics, and (v) accuracy. The 7 C's : The e-retail Marketing Mix (Dennis, Fenech, and Merrilees, 2005) Convenience (Place), Customer value and benefits (product), Communication and customer relationship (promotion), Cost to customer (Price), Computing and Category Management Issues, Customer franchise, and Customer care and service has also come in light. Ellen Neuborne (2007) pointed out that e-retail will continue to thrive because of one essential reason that differentiates it from traditional retail counterparts, that looks at the world from the viewpoint of the customer. The top priorities of e-retailers include taking care of speed, community, and constant evolving – just like the customers. Speed of access, rapid transaction, and swift delivery are those critical elements that are almost equally important to the e-retailer and the e-customer. The elements alluded here are the very basic elements of marketing mix that of product, price, place and promotion which are used by the e-tailers for their offerings and of course for the revenue generation and customer satisfaction.

## THE MARKETING MIX

Marketing is still an art, and the marketing manager, as headchef, must creatively marshal all his marketing activities to advance the short and long term interests of his firm (Neil H. Borden, 1964). In a study, by his associate, Prof. James Culliton (1948) has described the business executive as a

“decider,” an “artist”—a “mixer of ingredients,” who sometimes follows a recipe prepared by others, sometimes prepares his own recipe as he goes along, sometimes adapts a recipe to the ingredients immediately available, and sometimes experiments with or invents ingredients no one else has tried.”

The 4 marketing p's were originally identified in the early 1960s, by a Professor Neil Borden (1964) from Harvard Business School. Borden (1964) uncovered a number of company performance actions that can influence the consumers' decision to obtain goods or services. He suggested that all those actions of the company represented a "Marketing Mix". They were product planning, pricing, branding, channels of distribution, packaging, display, servicing, physical handling— etc. However (Rafiq and Ahmed, 1995) were of the opinion that all twelve elements could not be placed in the spectrum of Marketing Mix. As per McCarthy (1964), marketing mix elements are used for translating marketing planning into practices and are referred to as Product, Price, Place and Promotion.

The *product* is a bundle of satisfaction offered in a marketplace and has many tangible features. In the case of e-tailers what is being sold and what all to be sold are widely discussed and debated. People purchase both products and services over the internet and procure some services in addition without visiting a market so in that case, Brands Available, Accuracy of the Contents on the Website, Availability of the Selected Product/s... etc. are considered towards this.

The *price* element of marketing mix is defined what the acquirer is willing to give be it money, time — etc. (Yudelson, 1999). What is being changed, to get that product or service over the internet is price. Most e- tailers are wooing customers with lower pricing options for the same products and or services. Fornell et al. (1996) found that price perceptions affect customer satisfaction. Transaction (Processing) Cost, Shipping Cost and discount are considered towards pricing element of marketing mix for e-tailiers.

*Place* is the method of distribution which an e- tailer may adopt to distribute product and or services purchased by a customer electronically. Distribution refers to the steps taken to move and store a product from the supplier stage to a customer stage in the supply chain. Distribution is a key driver of the overall profitability of a firm because it directly impacts both the supply chain cost and the customer experience. Good distribution can be used to achieve a variety of supply chain objectives ranging from low cost to high responsiveness (Chopra Sunil and Peter Meindl, 2001). Here Peripheral (Minor) Contact with the Sellers, on time Delivery, Human Assistance during shopping...etc. are considered towards service aspect of distribution.

*Promotion* can be any activity through which the e- tailers can inform, persuade and remind their prospective customers. They may take various shapes like advertisement, sales promotion, Public relations...etc. Yudelson(1999) suggested that all the information that is transmitted among parties is promotion. Any communicational activity intended to inform and attract customers to come to website and make purchases are classified as promotion. In the present work the researchers will consider Social Networking Websites and their Impact, Online Demos, Online Community on the Website, Promotion of Website, Unique Offers, Users Rating and Reviews...etc. to be the part of promotion.

On the other hand the literature on retailing defines the retailing mix in a different manner but it also addresses the same thing of satisfying the needs and demands of the customer. A work by Boekema *et al.* (1995) suggests that the retail marketing mix instruments are those which addresses the consumers' expectations and influences his/her choice. Mulhen (1997) suggested that the elements of integrated retailing strategy to revolve around store location, position, image, physical evidences and retail services. Rousey and Morganosky (1996) have proposed that the traditional Ps as suggested by McCarthy (1964) will be replaced by customer needs, needs, convenience, cost and communication.

### **OBJECTIVES AND RESEARCH METHODOLOGY**

The review of the published literature might not find any structured model of e-tailing mix, so to facilitate marketing professionals it needs to be modeled. The purpose of this work is to determine if the traditional marketing mix elements fit well in the context of e-tailing when purchasing electronically. If the marketing mix as proposed by McCarthy (1964) is used in the same way in e-tailing context or there could be a different underlying framework?

A single cross sectional study of 413 (at 5% margin of error and 95% confidence level) of regular e-purchasers was undertaken to measure their attitude and the various marketing tools they are exposed to in e-tailing context across the ten most populated cities of India (as per CENSUS 2011 of Government of India) using the following parameters as sampling frame; Whether they have a credit/debit card? Whether they have ever made a purchase on internet? And how often they shop online (if it is two times or more in last six months).

The survey method used for the research is structured interview methods wherein the researcher himself has contacted people fulfilling the sampling frame criteria. Out of 619 people who have been approached only 413 filled in questionnaire were usable in the sense that they (413) were completely filled and error free. A response rate of more than 66% was achieved which is considered a very satisfactory response rate (Malhotra and Briks 2007).

It is very important for the success of a research work to design an effective and fool proof questionnaire, since there is hardly any similar study available in the reviewed literature, therefore it is even difficult to design an effective questionnaire, the expert panel members and piloting of the questionnaire has helped in improving and giving the present shape to the questionnaire. Pilot testing has been conducted to ensure the quality of developed research instrument, e.g. items correctness & easy understanding by responder, checking effectiveness etc (Erdos, 1983). For the pilot testing, the survey instrument was administered on 36 students of MBA at Lonavala. Based on the responses and feedback, necessary modifications were carried out and the final version of the questionnaire was made ready.

A highly structured questionnaire was prepared using Likert scale to measure all items relating to e-tailing mix elements, because Likert (Sekaran, 1992) scales are very suitable for measuring a wide variety of latent constructs. A scale of 7- Strongly Agree 6- Agree 5- Somewhat Agree 4- Neither agree nor Disagree 3-Somewhat disagree 2- Disagree 1- Strongly Disagree is employed for the measurement in the present study. It is mandatory to check the reliability of the scale because this scale has not been previously explored by any researcher in context of Indian industries and internal consistency or reliability is particularly important in connection with multiple item scales. Cronbach's alpha has been used to check the internal consistency. Ideally, the Cronbach's alpha scale for internal consistency (Nunnally, 1978) should be above 0.7 (Pallant, 2005). In the present research, the value of Cronbach's alpha computed using SPSS 20.0 software for the 40 items was found as 0.968 which is reasonably on a higher side. So the present study has a significant correlation with the total, indicating high level of internal consistency.

## SURVEY RESULTS

Principal component factor analysis is a data reduction technique which is used in reducing the number of factors of business function. Factor Analysis and Principal Components Analysis are both used to reduce a large set of items to a smaller number of dimensions and components. Specifically, Factor analysis aims to find underlying latent factors, whereas principal components analysis aims to summarize observed variability by a smaller number of components (Heir *et al.*, 2006). It is mandatory to check the reliability of the scale because the scale that will be used for the study would have not been previously explored by any researcher in context of Indian car industries and internal consistency or reliability is particularly important in connection with multiple item scales. Cronbach's alpha has been used to check the internal consistency as detailed earlier. The KMO test for sample adequacy, Bartlett's test of sphericity for the appropriateness of factor analysis will be applied. A scale will be valid if it measures the concept that it was intended to measure (Malhotra, 2010).

There are two main issues to consider in determining whether a particular data set is suitable for factor analysis: sample size, and the strength of the relationship among the variables (or items). While there is little agreement among authors concerning how large a sample should be, the recommendation generally is: the larger, the better. In small samples the correlation coefficients among the variables are less reliable, tending to vary from sample to sample. Two statistical measures are also generated by SPSS to help assess the factorability of the data: Bartlett's test of sphericity (Bartlett, 1954), and the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (Kaiser, 1970, 1974). The Bartlett's test of sphericity should be significant ( $p < .05$ ) for the factor analysis to be considered appropriate. The KMO index ranges from 0 to 1, with .6 suggested as the minimum value for a good Factor Analysis (Tabachnick & Fidell, 2001).

The value of KMO Statistics (.945) is larger than 0.5, (See Table 1) reported through the table, thus the factor analysis may be considered appropriate technique for data reduction. Through the Bartlett's test of sphericity, one should look for significance (less than .05) because one wants the variables to be correlated. In other words, picture a correlation matrix: all items are perfectly correlated with themselves (one), and have some level of correlation with the other items. If they are not correlated with the other items then they can't be part of the same factor.

In practice, the two approaches (orthogonal and oblique), of rotation, often result in very similar solutions, particularly when the pattern of correlations among the items is clear (Tabachnick & Fidell, 2001). Within the two broad categories of rotational approaches there are a number of different rotational techniques provided by SPSS (Orthogonal: Varimax, Quartimax, Equamax; Oblique: Direct Oblimin, Promax). The most commonly used orthogonal approach is the Varimax method, which attempts to minimise the number of variables that have high loadings on each factor. The method of Varimax rotation is used in this study.

Total variance explained by the extracted factors is being presented in table 2. The Total variance explained was 72.289% which is a very good estimate. It is recommended that the factors extracted should account for at least 60% of the variance (Malthotra and Dass, 2007).

Although forty components have been computed, it is obvious that not all forty components will be useful in representing the list of all variables. In deciding how many factors to extract to represent the data, it is helpful to examine the Eigen values associated with the factors. Using the criterion of retaining only factors with Eigen values of 1 or greater, six components have been extracted for rotation. That is 72.289% of the total variance is found to be explained by these seven factors. The remaining thirty four factors together account for only approximately 27.711% of the variance. Thus, a model with six factors may be adequate to represent the data.

Table 3 presents the rotated component matrix using Principal Component Analysis as extraction method and Varimax with Kaiser Normalization as rotation method. The rotation converged in 7 iterations. Six factors are found after Varimax rotation. The type / category of the items loading to any individual factor need to be understood to explain and define the particular extracted factors. The clustering of the items in each factor and their wording offer the best clue as to the meaning of that factor and also help to allocate a justified name to that factor. They are named in this study as SITE DESIGN, SAFETY, SALES TALK, SALMAGUNDI, SERVICE and SUM.

### **THE 6S E-tailing MARKETING MIX**

The names for the six factors were instinctively developed, based on the appropriateness of the label in representing the variables that were included in the factor. Given that variables with the highest loadings in that factor are considered more important, these had the greatest influence in the selection of the factor name.

For example, in this factor solution, the Site design factor was named this on the basis of variables measuring Attractive Display and comparison of the Products on the website, Useful/precautionary Information Contents about products, Ease of Online ordering (Put in Cart/ Add to Wish List), Eye Catching Homepage Design, Website Color, Frequent Updates on the website, FAQs, Different Languages Option being included in the factor. While safety label came from the "Privacy and security of transactions while purchasing online, Security Concerns of the consignments, Reliability (Impartiality) as regards to products delivered, Processing Time while making Payment, Mode of Payment (Cash on delivery, pre-payment order), Trust of the Website, Security of the Website" items that made up the factor.

### **SITE DESIGN**

Site design adds special value to the offerings on the internet. This factor is made of nine somewhat unrelated tools that are seen to add value to e-tailing customers. This factor was made up of "Attractive Display and comparison of the Products on the website" (loading 0.770), "Useful/precautionary Information Contents about products" (loading 0.811), "Ease of Online ordering (Put in Cart/ Add to Wish List)" (loading 0.785), "Eye Catching Homepage Design" (loading 0.763), "Website Color" (loading 0.781), "Frequent Updates on the website" (loading 0.675), "FAQs" (loading 0.745), "Different Languages Option (loading .620), and "personalization" (loading 0.747). A Cronbach alpha of 0.952 suggests a very robust factor.

### **SAFETY**

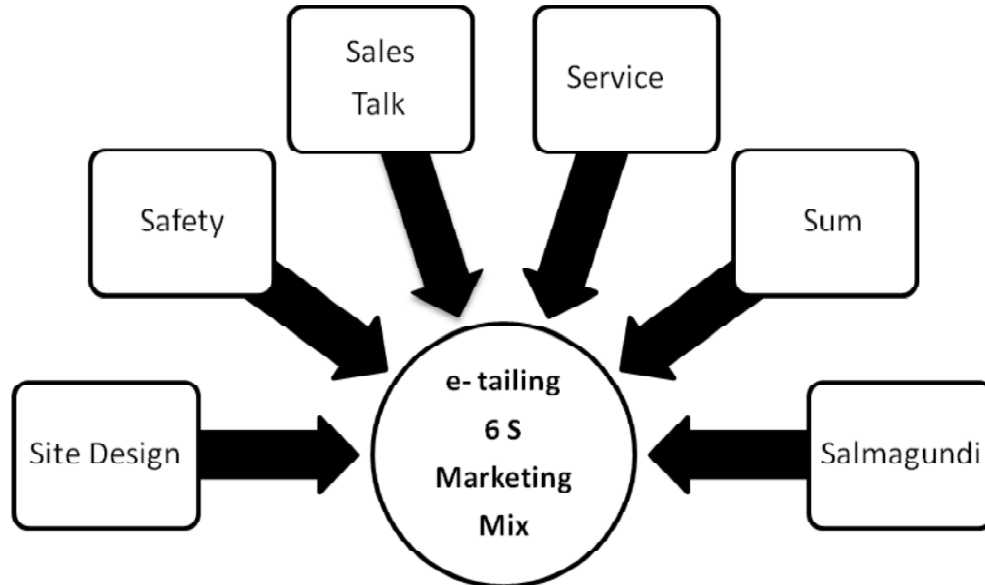
The combined name to "Privacy and security of transactions while purchasing online", "Security Concerns of the consignments", "Reliability (Impartiality) as regards to products delivered", "Processing Time while making Payment", "Mode of Payment (Cash on delivery, pre-payment order)", "Trust of the Website", "Security of payments on the Website" factors is given as Safety in this study. All items have shown a high loading like the Security Concerns of the consignments (loading 0.773) to Security of payments on the Website (loading 0.687). Rest all items are also having the loading factor ranging from 0.769 to 0.814. This factor is also very robust with a Cronbach's alpha of 0.939.

### **SALES TALK**

The items related to promotion which are pooled at one place is named as Sales Talk in the present study and this factor is made up of six items namely "Social Networking Websites and their Impact, Online Demos, Online Community on the Website, Promotion of Website, Unique Offers, Users Rating and Reviews" These items also have high loadings like Social Networking Websites and their Impact has a loading of 0.698, Online Demos has a loading of 0.810, similarly promotion of website has a loading of 0.782. A Cronbach's alpha of 0.956 makes it a very robust factor in this study.



Figure 1: The e- tailing 6S Marketing Mix



### SERVICES

Four items namely Peripheral (Minor) Contact with the Sellers, On time Delivery, Human Assistance during Shopping and Customization of Product have made the factor named as services. They also have very high loading of 0.658, 0.671, 0.698 and 0.607 respectively. Cronbach alpha is acceptable at 0.911.

### SUM

The price related issues like Transaction (Processing) Cost, Shipping Cost and discount have been pooled at one place with an acceptable level of Croabach alpha (0.805). They have been termed in the present study as Sum. They also have a high degree of loading 0.616, 0.742 and 0.680 respectively.

### SALMAGUNDI

A new word in the dictionary has been explored for all product related items those have been pooled under one factor. It was found that the assortment of items on a plate of salad is known as Salmagundi and this word was picked to be used in this present study to represent the pooled items which are related with products. The factor salmagundi is made of "Testing of Product (loading 0.696), Affordability of the Product (0.7.7), Brands Available (loading 0.733), accuracy of the contents on the Website (loading 0.812) and availability of the Selected Product/s (loading 0.779)". The Croanbach's alpha of 0.871 makes it also a very robust factor.

## ANALYSIS

A very robust factor solution has been developed with high Cronbach's alpha scores for all the factors. The underlying structure of e-tailing marketing needs to now be linked to how important each of the factors are for e-tailing customers who have recently purchased twice electronically in last six months. Figure 2 shows how important each element of the e-tailing mix was in the customer selection process. All elements of the e-tailing mix had scores greater than the mid-point on a seven-point Likert scale; safety (mean 5.5631; SD 1.205), site design (mean 5.201; SD 1.337), services (mean 5.795; SD 0.937), sales talk (mean 5.671; SD 1.059), sum (mean 5.649, SD 1.032) and salmagundi (mean 5.943; SD 1.101).

The items that made up the elements of e-tailing were found by many other scholars as well. Retailers are about to turn their *Customer Service* strategies up a notch by offering consumers the opportunity to shop online while in their stores. In the coming months, an increasing number of retailers will be installing in-store Internet kiosks. (Shannon Alter, 2001). The fact remains that there are so many different kinds of e-retailers that sell the same products with potentially similar service quality. Current

Figure 2: Importance of Each Element of E-tailing Marketing Mix

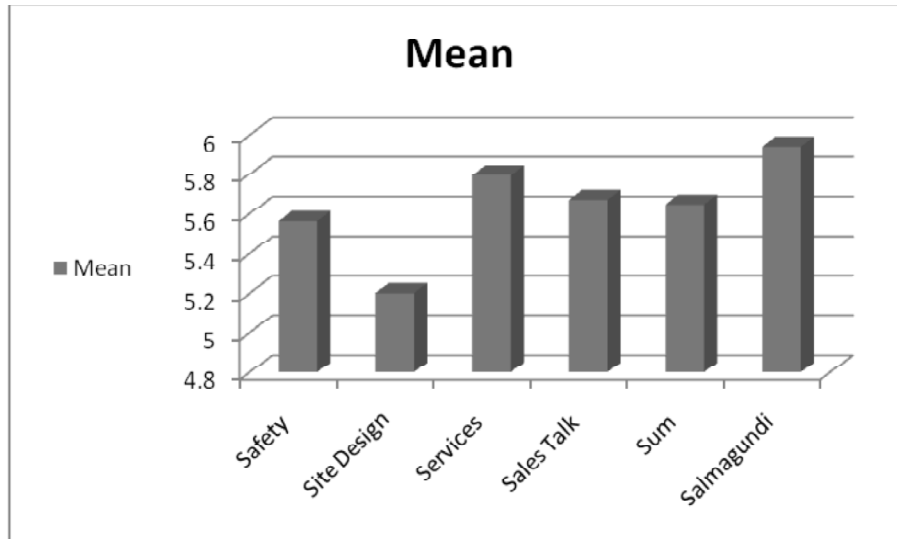


Table 1  
KMO Test and Bartlett's Test of Sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.945
Approx. Chi-Square	16760.995
df	903
Bartlett's Test of Sphericity	
Sig.	.000

**Table 2**  
**Total Variance Explained**

Sr. No.	Component Eigenvalues	Initial Squared Loadings			Total Variance Explained Extraction Sums of Squared Loadings			Rotation Sums of		
		Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	Privacy while purchasing online	17.955	44.887	44.887	17.955	44.887	44.887	7.137	17.842	17.842
2	Security concerns of consignment	4.158	10.395	55.282	4.158	10.395	55.282	5.495	13.737	31.579
3	Reliability (Impartiality) As regards to product delivered	2.461	6.152	61.434	2.461	6.152	61.434	5.094	12.734	44.314
4	Processing Time While Making Payments	1.827	4.567	66.001	1.827	4.567	66.001	4.635	11.587	55.901
5	Mode of payment	1.397	3.492	69.493	1.397	3.492	69.493	3.911	9.778	65.679
6	Trust of the Website	1.118	2.796	72.289	1.118	2.796	72.289	2.644	6.610	72.289
7	Security of Payments	.935	2.336	74.625						
8	Navigation of websites	.863	2.157	76.782						
9	Attractive Display of Products	.726	1.816	78.598						
10	Useful and Precautionary info about products	.696	1.741	80.339						
11	Ease of Online Ordering	.620	1.549	81.887						
12	Eye Catching Home Page Design	.608	1.520	83.407						
13	Personalization	.550	1.376	84.783						
14	Website Color	.479	1.196	85.979						
15	Frequent Updates on website	.471	1.176	87.156						
16	FAQs	.406	1.015	88.170						
17	Different language Options on the website	.379	.948	89.118						

contd. table

		<i>Total</i>	<i>% of Vari- ance</i>	<i>Cumul- ative %</i>	<i>Total</i>	<i>% of Vari- ance</i>	<i>Cumul- ative %</i>	<i>Total</i>	<i>% of Vari- ance</i>	<i>Cumul- ative %</i>
18	Terms and Conditions	.371	.928	90.046						
19	Ease of vendor contact	.349	.873	90.919						
20	Ease of return and exchange	.322	.805	91.723						
21	Ease of Refund	.304	.761	92.484						
22	Peripheral contact with sellers	.282	.706	93.190						
23	On Time Delivery	.247	.618	93.808						
24	Prompt Replies to queries as regards to product purchase	.233	.582	94.390						
25	Human Assistance	.222	.554	94.945						
26	Customization of Products	.213	.531	95.476						
27	Social Networking websites and their impact	.202	.504	95.980						
28	Online Demos	.195	.488	96.467						
29	Online Community on the website	.170	.425	96.893						
30	Promotion of Website	.164	.410	97.302						
31	Unique Offers	.145	.364	97.666						
32	Users Rating and Reviews	.136	.339	98.005						
33	Transaction Cost	.126	.314	98.319						
32	Shipping Cost	.121	.303	98.622						
35	Discounts	.112	.281	98.902						
36	Testing of Products	.105	.261	99.164						
37	Affordability of Products	.099	.248	99.412						
38	Brands Available	.090	.225	99.637						
39	Accuracy of Contents on the website	.084	.210	99.846						
40	Availability of Selected Products	.062	.154	100.000						

Extraction Method: Principal Component Analysis.

**Table**  
**Rotated Component Matrix**  
*Rotated Component Matrix*

Sr. No.	Components	Component			Sum
		Site Design	Safety	Sales Talk	
1	Privacy while purchasing online		.784		
2	Security concerns of consignment		.773		
3	Reliability (Impartiality) As regards to product delivered		.774		
4	Processing Time While Making Payments		.787		
5	Mode of payment		.814		
6	Trust of the Website		.769		
7	Security of Payments		.687		
8	Navigation of websites				
9	Attractive Display of Products	.770			
10	Useful and Precautionary info about products	.811			
11	Ease of Online Ordering	.785			
12	Eye Catching Home Page Design	.763			
13	Personalization	.747			
14	Website Color	.781			
15	Frequent Updates on website	.675			
16	FAQs	.734			
17	Different language Options on the website	.620			
18	Terms and Conditions				
19	Ease of vendor contact				
20	Ease of return and exchange				
21	Ease of Refund				
22	Peripheral contact with sellers				.658
23	On Time Delivery				.671
24	Prompt Replies to queries as regards to product purchase				
25	Human Assistance				.698
26	Customization of Products				.607
27	Social Networking websites and their impact			.698	
28	Online Demos			.810	
29	Online Community on the website			.836	
30	Promotion of Website			.782	
31	Unique Offers			.786	

*contd. table*

Sr. No.	Components	Component			Sum
		Site Design	Safety	Sales Talk	
32	Users Rating and Reviews			.717	
33	Transaction Cost				.616
32	Shipping Cost				.742
35	Discounts				.680
36	Testing of Products			.696	
37	Affordability of Products			.707	
38	Brands Available			.733	
39	Accuracy of Contents on the website			.812	
40	Availability of Selected Products			.779	

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

popular promotion methods that the company can actively engage in the online environment are search engine optimizations, search engine marketing, social media marketing, banners and other online adverts, and price comparison sites (Laudon & Traver 2002).

A study by Stephan P. Smith, Robert B. Johnston and Steve Howards (2010) proposes a number of principles for designers to support different types of product online and providing vicarious experience involves more than just *Describing a Product* in an attractive and easy to use manner but if possible a trail version may also be provided.

*Security* issues make a technology platform even more complex. Several studies have indicated that one of the most common worries is the *Security* of financial transactions (Godenhielm, 1999; Cronin, 2001; Furnell and Karweni, 1999; Honeycutt *et al.*, 1998; Ratnasingham, 1998; Samiee, 1998; Eid *et al.*, 2002; Keh and Shieh, 2001). For this reason, a number of customers use the Web to locate products, but prefer to place their order via offline methods such as telephone or fax (Godenhielm, 1999; Eid *et al.*, 2002; Huff *et al.*, 1999).

Dan J.Kim, Donald L. Ferrin and H. Raghav Rao(2008), reported that the main purpose of e- commerce use by the organizations to attain cost advantage and personalized services.

## CONCLUSIONS

The findings of this research suggest that the traditional marketing mix may not be the best way to approach the marketing of e- tailing in India. Using principal components factor analysis on 40 commonly used marketing tools indicates that six new distinctive and independent elements exist. Though some of the extracted factors are a part of traditional marketing mix elements like product, price and promotion

but are presented by different titles in the present research. SALMAGUNDI for product, SUM for price and SALES TALK for promotion while other identified factors are termed as SAFETY, SITE DESIGN and SERVICE.

The six factor solution accounted for over 72 per cent of the variance, and by using Cronbach's alpha and item-to-total correlations to test reliability, the solution was robust.

### FUTURE SCOPE FOR THE RESEARCH

The electronic purchase environment is changing rapidly and is assumed to be ever evolving, so in days to come, it may be necessary to add or delete more elements to the present model. This study was a cross sectional study; there is every possibility of some change that may be cited if the same study is conducted in a longitudinal manner in near future. Fellow researchers may adopt some other methodology to check the results whether they are the same.

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