Evaluative Study of Major Internet Bookshops

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Abstract: Internet Bookshops are the online bookshops that allow the user to search the items of his interest, navigate, make a query, communicate, place an order, bargain and negotiate. At its simplest the Internet Bookshop or online bookshop list the products for sale or the services offered and invite the customer to phone, fax or e-mail their order. The present paper evaluates major ten Internet bookshops by using the evaluation criteria like Authority, variety of collection, help menu, shopping procedures, payment acceptance, special facilities for online purchase, user search support, product details, navigation facilities and discounts on the products. A 100 marks scoring system has been adopted to assign the scores to each Internet bookshop under study. Based on the marks obtained these bookshops are graded into five categories viz. Excellent, Very Good, Good, Average and Poor. Amazon.com, USA and Amazom, UK fall uder excellent category while the Internet bookshops from India viz D.K.Agencies and Khemraj fall under good and average category respectively.

1.   INTERNET BOOKSHOPS

Internet Bookshops are the online bookshops that allow the user to search the items of his interest, navigate, make a query, communicate, place an order, bargain and negotiate. At its simplest the Internet Bookshop or online bookshop list the products for sale or the services offered and invite the customer to phone, fax or e-mail their order.

2.   ADVANTAGES OF INTERNET BOOK SHOPS

The major advantages of Internet bookshops are

- Providing access to information to anyone, at anytime, from anywhere is the top priority in library business. Online bookstores provide just such an environment of guaranteed access to people who can't leave their homes to shop for books, or who need a special book right away.
- One of the virtues of online bookstores is that you can take your time searching for books at any time of day or night.
- Online bookstores allow you to view a lot of books at one time. Usage of these different stores varies with the individual. Busy people may prefer to surf the online bookstores. People who like selecting books at their leisure will visit traditional bookshops.
- We think of online bookshops as the virtual counterparts, exponentially enlarged of our neighborhood bookstores. But, in effect, they are really just databases-repositories of a vast amount of information about books currently on the market. And for the moment at least, all Internet subscribers can use these databases free of charges- no purchase is required.
- Online bookstores are extremely convenient for scholars and other people looking for specific books; you can find what you need very quickly. People who do not live near a bookshop, or cannot get to one for some reason, can also avoid the time and trouble of traveling long distances for this purpose.

- There is an explosion of information in every field. A huge volume of literature is being published in each subject. The publishers' lists may not reach the library or the user in time, but these lists can be accessed through the Internet Bookshops immediately. Such lists save the time of librarian in searching for the latest literature.

3. AIMS AND OBJECTIVES OF THE STUDY

The study was undertaken with the following aims and objectives

- To locate major Internet bookshops.
- To observe the authority details of these bookshops.
- To observe the variety of the collection provided by these bookshops.
- To study the help menu provided and shopping procedures adopted.
- To study the mode of payment of bills.
- To study the special facilities for online purchase.
- To observe the user search support system.
- To study the discount schemes offered.
- To study the Navigation facilities provided for the users.
- To study the product details provided by these bookshops.
- To study the mode of delivery.
- To rank and grade the Internet Bookshops

In the present study, 10 Internet Bookshops are analyzed on various criteria like authority statement, statement of collection, help menu, shopping procedure, payment modes, special facility provided for online purchase, user search support, details of product, navigation links and special discounts. The results of observation and analysis are given in following tables and they are ranked on the basis of analysis.

Table No.1: Internet Bookshops Studied

Sr. No.	Name of the Internet Bookshop	URL
1.	Amazon .com	http://www.amazon.com
2.	Amazon.co.uk	http://www.amazon.co.uk
3.	Barnes and Noble	http://www.barnesandnoble.com
4.	Worldwide Books	http://www.worldwide.com
5.	Blackwells.co.uk	http://bookshop.blackwell.co.uk
6.	Heritage Bookshop	http://www.heritage.books/shopping.html
7.	TSO Online Bookshop	http://tso.co.uk/site.asp
8.	Alibris	http://alibris.com
9.	D.K. Agencies, India	http://www.dkagencies.com
10.	Khemraj Shrikrishnadas, India	http://www.khemraj.com

4.   AUTHORITY STATEMENT

When one looks at the Internet bookshop site, user wants to know the basis of authority. They want to know whether the author of the bookshop is trustworthy or not. Users are also interested in postal address and contact links of the bookshop for communication. It is essential thing to provide on a database, web page or a web site. Copyright statement is also one of the essential components of the site, it should clearly mention about the copyright authority and copyright details. During the analysis, it has been observed that all the Internet Bookshops under study provides copyright and contact statement on their home pages. They provide separate links for authority, copyright and contact statements. Their postal address is provided under the link "Contact us". It has been observed that, all other than Barnes and Noble, TSO On-line Bookshop and Heritage Bookshop provide authority statements. Postal address is provided by all the bookshops other than Barnes and Noble. Details are given in **Table No. 2 and 2A**

Table 2: Authority statement

Name of the Bookshop	Authority Statement	Copyright Statement	Contact Details
Amazon.com (USA)	Amazon.com	© 1996–2005	Amazon.com,Inc, P.O. Box 81226 Seattle, WA 98108-1226 http://www.amazon.com
Amazon.co.uk	Amazon.com	© 1996–2004	Amazon.co.uk, 326, Asheville, NC 28802-1211, UK http://www.amazon.com

Barnes and Noble	Not Given	© 2003-2005	http://www.barnesandnoble.com
Worldwide Books USA	World Wide books	© 1995–2005	1001,West Seneca street, Ithaca,New York http://www.worlwideartbooks.com
Blackwells.co.uk	Blackwells.com	© 2004-2005	Blackwells' Online,Garsington Road. Cowley, Oxford OX4 6ZW, UK http://www.bookshop.blackwell.com
Heritage Bookshop	Not Mentioned	© 2003-2005	Heritage Bookshop, Inc., 8540 Melrose Avenue, West Hollywood, CA, 90069 http;//www.heritage.books/shopping.html
TSO Online Bookshop	Not Mentioned	© 2005	TSO Online Bookshop,St. Crispins Duke Street, Norwich UK http://tso.co.uk/site.asp
Alibris	Alibris	© 1997–2005	Alibris, 1250, 45th Street, Suite 100,Emeryville, CA 94608 http://www.alInternet Bookshopsris.com
D. K. Agencies	D.K. Agencies	© 1996–2005	http://www.dkagencies.com
Khemraj	Shri Venkateshwar steam press, Mumbai	© 2000-2001	Khemraj Shrikrishnadas, 91/109, KhemrajShrikrishnadas Marg, 7th Khetwadi Back Road Corner, Mumbai 400004 ceslmktd@cirrrussoft.com

Table No. 2(A): Analysis of Authority Statement

Sr. No.	Criteria	Number of Internet Bookshops having the facility	Percentage
1.	Authority	7	70
2.	Copyright	10	100
3.	Postal Address	8	80
4.	Contact link	10	100

5   COLLECTION STATEMENT

A collection is the set of items that a bookshop posses. Each of the Internet Bookshops has a variety of collection ranging from electronic journals to

seasonal greetings. It has been observed that Amazon.com, Amazon.co.uk, Worldwide Books and Blackwells.co.uk are very rich in collection and Khemraj, India is very poor in collection. Major collection of Internet Bookshops contains books, magazines, journals, electronic items, photos and maps. Only a few Internet Bookshops have toys & games. In the collection statement books, magazines stand at the top, their percentage is 100% followed by e-books, photos and journals (90%), children's collection (80%), News (70%), maps and e-items (60%), music (40%), software, toys& games, gift articles and seasonal greetings (30%). **Table No 3** shows the analysis of collection statement.

Table 3: Statement of collection

Name of the Bookshop	Books	E-books	Magazines	Journals	Children's Collection	Toys and Games	Electronic items	Maps	Gift Articles	Software	Music	Photos	News	Seasonal Greetings
Amazon.com (USA)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Amazon.co.uk	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Barnes and Noble	✓	✓	✓	✓	✓	✓	✓	X	✓	X	✓	✓	✓	✓
Worldwide Books USA	✓	✓	✓	✓	X	X	✓	✓	X	✓	X	✓	X	X
Blackwells.co.uk	✓	✓	✓	✓	✓	X	✓	✓	X	X	✓	✓	✓	X
Heritage Bookshop	✓	✓	✓	✓	✓	X	X	✓	X	X	X	✓	✓	X
TSO On-line Bookshop	✓	✓	✓	✓	✓	X	X	X	X	X	X	✓	✓	X
Alibris	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	X	X
D. K. Agencies	✓	✓	✓	✓	✓	X	✓	✓	X	X	X	✓	✓	X
Khemraj	✓	X	✓	X	X	X	X	✓	X	X	X	✓	X	X
No. of Internet Bookshops having the facility	10	9	10	9	8	3	6	7	3	3	4	9	7	3
Percentage	100	90	100	90	80	30	60	70	30	30	40	90	70	30

6.   HELP MENU

Help menu provides help to new and regular users to quench their thirst of queries. FAQ provides the answers to questions generally asked by users. Email help provides direct communication with Internet Bookshops staff, help menu on Home page provides various sorts of help in searching the items, sign in, place

the order and check out. It has been observed from Table No. 4 that all Internet Bookshops provides help menu on home page. FAQ and search tips are provided by 90% Internet Bookshops and Email help and site map is provided by 80% Internet Bookshops. Khemraj, India does not provide FAQ, E-mail help and site map. D.K. Agencies, India does not provide E-mail help, search tips and site map. It has been observed that the Internet Bookshops in India are poor in providing Help Links on their Home Pages as compared to others.

Table No.4: Statement Showing Help Menu for New Customer

Name of the Bookshop	FAQ	Email Help	Help Menu on HP	Search Tips	Site Map
Amazon.com	√	√	√	√	√
Amazon.co.uk	√	√	√	√	√
Barnes and Noble	√	√	√	√	√
Worldwide Books	√	√	√	√	√
Blackwells.co.uk	√	√	√	√	√
Heritage Bookshop	√	√	√	√	√
TSO Online Bookshop	√	√	√	√	√
Alibris	√	√	√	√	√
D.K. Agencies,India	√	X	√	X	X
Khemraj, India	X	X	√	√	X
No. of Internet Bookshops having the facility	9	8	10	9	8
Percentage	90	80	100	90	80

7.   SHOPPING PROCEDURE

Each Internet Bookshop follows a specific shopping procedure.   For the convenience of a new customer, these web sites should include links describing how to order, how to become a member, how to check out, cart facility, help, special discount offered and delivery system.   Statement of details of shopping procedure has been shown in **Table No. 5.**

Table No. 5: Statement of Shopping Procedure

Name of the Bookshop	How to Order	How to become a member	How to Check Out	Cart Facility	Help	Special discount in %	Delivery System
Amazon.com	√	√	√	√	√	√	√

Amazon.co.uk	√	√	√	√	√	√	√
Barnes and Noble	√	√	√	√	√	√	√
Worldwide Books	√	√	√	√	√	√	√
Blackwells.co.uk	√	√	√	√	√	√	√
Heritage Bookshop	√	√	√	√	√	√	√
TSO Online Bookshop	√	√	√	√	√	√	√
Alibris	√	√	√	√	√	√	√
D.K. Agencies, India	√	√	√	√	√	√	√
Khemraj, India	√	√	√	X	√	X	√
	10	10	10	9	10	9	10
	100	100	100	90	100	90	100

Table No. 5 show various processes involved in buying through Internet Bookshops. Processes begin from becoming a member of Internet Bookshops to receiving of items. All the bookshops under study provide the procedures of ordering, becoming a member of Internet Bookshops, checking out and delivery systems. Help menu is provided by all Internet Bookshops for various processes. 90% Internet Bookshops provide special discount. 90% Internet Bookshops provide carting facility for adding the items while placing the order. Khemraj, India does not provide the cart facility.

8.   PAYMENT ACCEPTANCE

The transaction of money or the payments are accepted electronically by the Internet Bookshops. It has been observed that the modes of payment are Permanent accounts in the shops, Credit cards, Master cards, Digital cash, Electronic Cheque and through Demand Drafts. **Table No. 6** shows the details about the payment modes.

Table No. 6 Table indicating various options of payment acceptance in Internet Bookshops

Name of the Bookshop	Permanent A/C in shops	Credit Card	Master Card	Digital Cash	Electronic Cheque	Visa	DD
Amazon.com	√	√	X	√	√	X	X
Amazon.co.uk	√	√	X	√	√	X	X
Barnes and Noble	√	√	X	√	√	X	X
Worldwide Books	√	√	√	√	√	√	X
Blackwells.co.uk	√	√	√	√	√	X	X
Heritage Bookshop	√	√	√	√	√	√	X
TSO Online Bookshop	X	√	X	√	√	X	X

Alibris	**X**	√	**X**	√	√	**X**	**X**
D.K. Agencies, India	√	√	**X**	√	√	**X**	√
Khemraj, India	√	√	**X**	√	√	**X**	√
	8	10	3	10	10	2	2
	80	100	30	100	100	20	20

Table No. 6 shows the various options provided by Internet Bookshops for paying the bill. 80% Internet Bookshops provide the option of permanent account in their bookshops. They keep the permanent account of their members who pay in advance and when they buy any item, the amount is deducted from their account. Credit card, digital cash, e-cheque option is provided by all the Internet Bookshops. Master card option is provided by 30% Internet Bookshops and demand draft option is accepted by Indian bookshops only.

9. SPECIAL FACILITIES FOR ONLINE PURCHASE

Online purchasing is really wonderful. It not only helps you to view all the items of Internet Bookshops at one place sitting at home but also shows the items that will be added soon. It also shows the items that are added recently along with their abstract. It also shows the special discount that will be provided by Internet Bookshops on the purchase of a particular item. The details about these special facilities for online purchase have been reported in Table No. 7. It has been observed that the Abstract service is provided by 100% Internet Bookshops, New arrivals and special discount is provided by 90% Internet Bookshops and review service and the list of items will be added are shown by 70% Internet Bookshops.

Table No. 7: Table indicating special facilities for Online purchase

Name of the Bookshop	New Arrivals	Coming soon	Abstract Services	Review Services	Special Discounts
Amazon.com	√	√	√	√	√
Amazon.co.uk	√	√	√	√	√
Barnes and Noble	√	√	√	√	√
Worldwide Books	√	√	√	√	√
Blackwells.co.uk	√	√	√	X	√
Heritage Bookshop	√	√	√	√	X

TSO Online Bookshop	√	X	√	X	√
Alibris	√	X	√	X	√
D.K. Agencies, India	√	√	√	√	√
Khemraj, India	X	X	√	√	X
	9	7	10	7	8
	90	70	100	70	80

10.   USER SEARCH SUPPORT

To provide strong search facility to help the users to retrieve the most relevant results quickly becomes an essential condition for marketing of the products in case of Internet Bookshops. User uses different terms to search the document he requires. Internet Bookshop provides searches by subject, author, keyword, Boolean operators, publisher, title, ISBN and date of publication to facilitate users/customers to select the document. The details of search support systems adopted by these bookshops have been reported in **Table No. 8**

Table No. 8: Details of user search support

Name of the Bookshop	Subject Search	Author Search	Keyword search	Boolean search	Publisher search	Title search	ISBN Search	Date of Publication
Amazon.com	✓	✓	✓	✓	✓	X	✓	X
Amazon.co.uk	✓	✓	✓	✓	✓	X	✓	X
Barnes and Noble	✓	✓	✓	✓	✓	X	✓	X
Worldwide Books	✓	✓	X	✓	✓	X	✓	X
Blackwells.co.uk	✓	✓	✓	✓	✓	X	✓	X
Heritage Bookshop	✓	✓	✓	X	✓	X	✓	X
TSO Online Bookshop	✓	✓	✓	✓	X	X	✓	X
Alibris	✓	✓	✓	X	X	X	✓	X
D.K. Agencies, India	✓	✓	✓	✓	✓	X	✓	X
Khemraj, India	✓	✓	X	X	X	X	✓	X
	10	10	8	7	7	0	10	0
	100	100	80	70	70	0	100	0

It has been observed that all the Internet Bookshop allows searches by subject, author, and ISBN parameters. 80% Internet Bookshops allow Keyword searches. 70% Internet Bookshops allow the use of Boolean operators (OR, AND, NOT) and by name of publisher. None of the Internet Bookshop provide search by title or date of publication. It is further noted that the user search support is poor in Khemraj, India while in case of D.K. agencies, India, it is satisfactory.

11.   PRODUCT DETAILS

When any customer wishes to buy any product, he/she wants to know the detail of the product.   Internet bookshops provide all the details regarding the product that a customer may require before buying any product which include category of the product, name of the author, publisher, ISBN, title, edition, price, content, first page image and abstract. The details are reported in **Table No. 9**

Table No. 9: Statement **showing details of product**

Name of the Bookshop	Category of product	Author	Publisher	ISBN	Title	Edition	Price	Content	First Page	Abstract
Amazon.com	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Amazon.co.uk	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Barnes and Noble	✓	✓	✓	✓	✓	X	✓	✓	✓	✓
Worldwide Books	✓	✓	✓	✓	✓	X	✓	✓	✓	✓
Blackwells.co.uk	✓	✓	✓	✓	✓	X	✓	✓	✓	✓
Heritage Bookshop	✓	✓	✓	✓	✓	X	✓	✓	✓	✓
TSO Online Bookshop	✓	✓	✓	✓	✓	X	✓	✓	✓	✓
Alibris	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
D.K. Agencies ,India	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Khemraj, India	✓	✓	✓	✓	✓	✓	✓	X	✓	✓
	10	10	10	10	10	5	10	9	10	10
	100	100	100	100	100	50	100	90	100	100

It has been observed that all the Internet bookshops under study show the category of product (book, journal, magazine etc.), author, publisher, ISBN, Publisher, first page image, and abstract. 90% Internet bookshops provide the content of document and 50% Internet bookshops show the edition.

12.   NAVIGATION FACILITIES

Navigation links are the links, which help the user to browse the web document. Such links provided by Internet Bookshops under study were observed and reported in **Table No. 10**

Table No.10: Statement of Ease of Navigation on WebPages of Internet Bookshops

Name of the Bookshop	Home Link on each page	Major Links repeated on each page	Forward / Backward link	Images / Animation	Does Images Animation support downloading
Amazon.com	√	√	√	√	√
Amazon.co.uk	√	√	√	√	√
Barnes and Noble	√	√	√	√	√
Worldwide Books	√	√	√	√	√
Blackwells.co.uk	√	√	√	√	√
Heritage Bookshop	√	√	√	√	√
TSO Online Bookshop	√	√	√	√	√
Alibris	√	√	√	√	√
D.K. Agencies,India	√	√	√	√	√
Khemraj, India	√	√	X	√	√
	10	10	9	10	10
	100	100	90	100	100

It has been observed that all the Internet Bookshops under study provide home link on each page. All the major links are provided on each page to facilitate navigation. Except Khemraj, India all other i.e. 90% Internet Bookshops provide forward and backward links on each page. All the Internet Bookshops use animations and images which support downloading.

13.   DISCOUNTS ON THE PRODUCTS

Each Internet Bookshop provides different discounts on different products. This discount system on different categories of products has been studied in detail during the project. The observations have been reported in Table No. 11

Table No. 11: Percentage of discount on various products offered by Internet Bookshops

Sr. No.	Name of bookshop	Books	E-Books	Magazines	Journals	Children's collections	Toys and Games	Electronic items	Gift articles	Software	Music	Photos	Maps	News	Seasonal Greetings
1	Amazon.com	30%	45%	20%	30%	45%	40%	35%	30%	30%	35%	--	--	--	--
2	Amazon.co.uk	25%	40%	20%	25%	42%	40%	35%	30%	25%	25%	--	--	--	10%
3	Barnes and Noble	30%	40%	25%	25%	35%	20%	30%	20%	X	30%	--	X	--	--
4	Worldwide Books	25%	30%	15%	20%	X	X	30%	X	25%	X	--	--	X	X
5	Blackwells.co.uk	30%	25%	20%	25%	30%	X	30%	X	X	30%	--	X	--	X
6	Heritage Bookshop	35%	30%	15%	25%	35%	X	X	X	X	X	--	--	--	X
7	TSO Online Bookshop	20%	30%	25%	25%	30%	X	X	X	X	X	--	X	--	X
8	Alibris	20%	35%	15%	15%	30%	X	X	X	X	X	X	X	X	X
9	D.K. Agencies, India	30%	40%	20%	20%	40%	X	30%	X	X	X	10%	--	--	X
10	Khemraj, India	20%	X	15%	X	X	X	X	X	X	X	--	10%	X	X
	"X" means the item is not available **"--"** means item is available but no discount on that item														

It has been observed that maximum discount on books is offered by Heritage Bookshop (35%) followed by Amazon.com, Blackwells.co.uk and D.K. Agencies, India (30%). Maximum discount on e-books is offered by Amazon.com (45%), on journals by Amazon.com (30%), on children's collection by Amazon.com (45%), on toys and games by Amazon.com and Amazon.co.uk (40%). On e-items by Amazon.com and Amazon.co.uk (35%). On gift articles Amazon.com and Amazon.co.uk (30%). D.K. agencies India provides discount on books, e-books, magazines, journals, children's collection, e-items and photos while Khemraj India offers discount on books, magazines and maps.

14. RANKING OF INTERNET BOOKSHOPS

Ten major Internet Bookshop were studied and analysed for various parameters. Scores were assigned for each parameter and they are ranked as per the scores. Result of the study is given in the **Table No. 12**

Table No.12: Scores assigned for ranking the Internet Bookshops

Sr. No.	Criteria	Maximum points assigned	Amazon.com	Amazon.co.uk	Barnes and Noble	Worldwide Books	Blackwells .Co. UK	Heritage Bookshop	TSO Online	AIInternet	D.K. Agencies	Khemraj, India
1.	**Authority and contact details**											
	▪ Authority	2	2	2	0	2	2	0	0	2	2	2
	▪ Copyright	2	2	2	2	2	2	2	2	2	2	2
	▪ Postal address	2	2	2	0	2	2	2	2	2	0	2
	▪ Contact details	2	2	2	2	2	2	2	2	2	0	2
2.	**Collection**											
	▪ Books	2	2	2	2	2	2	2	2	2	2	2
	▪ E Books	2	2	2	2	2	2	2	2	2	2	0
	▪ Magazines	2	2	2	2	2	2	2	2	2	2	2
	▪ Journals	2	2	2	2	2	2	2	2	2	2	0
	▪ Children's Collection	2	2	2	2	0	2	2	2	2	2	0
	▪ Toys and games	2	2	2	2	0	0	0	0	0	0	0
	▪ Electronic items	2	2	2	2	2	2	0	0	0	2	0
	▪ Maps	2	2	2	0	2	2	2	0	0	2	2
	▪ Gift articles	2	2	2	2	0	0	0	0	0	0	0
	▪ Software	2	2	2	0	2	0	0	0	0	0	0
	▪ Music	2	2	2	2	0	2	0	0	0	0	0
	▪ Photos	2	2	2	2	2	2	2	2	0	2	2
	▪ News	2	2	2	2	0	2	0	2	0	2	0
	▪ Seasonal greetings	2	2	2	2	0	0	0	0	0	0	0

No.	Feature											
3.	**Help Menu**											
	▪ FAQ	1	1	1	1	1	1	1	1	1	1	0
	▪ E-mail Help	1	1	1	1	1	1	1	1	1	0	0
	▪ Help menu on home page	1	1	1	1	1	1	1	1	1	1	1
	▪ Search tips	1	1	1	1	1	1	1	1	1	0	1
	▪ Site map	1	1	1	1	1	1	1	1	1	0	0
4.	**Shopping Procedure**											
	▪ How to order	2	2	2	2	2	2	2	2	2	2	2
	▪ How to become a member	2	2	2	2	2	2	2	2	2	2	2
	▪ How to check out	2	2	2	2	2	2	2	2	2	2	2
	▪ Cart facility	2	2	2	2	2	2	2	2	2	2	0
	▪ Help	2	2	2	2	2	2	2	2	2	2	2
	▪ Special discount	2	2	2	2	2	2	2	2	2	0	0
	▪ Delivery System	2	2	2	2	2	2	2	2	2	2	2
5.	**Modes of Payment**											
	▪ Permanent account	1	1	1	1	1	1	1	0	0	1	1
	▪ Credit Cart	1	1	1	1	1	1	1	1	1	1	1
	▪ Master Card	1	0	0	0	1	1	1	0	0	0	0
	▪ Digital cash	1	1	1	1	1	1	1	1	1	1	1
	▪ Electronic cheque	1	1	1	1	1	1	1	1	1	1	1
	▪ Visa	1	0	0	0	1	0	1	0	0	0	0
	▪ Demand draft	1	0	0	0	0	0	0	0	0	1	1
6.	**Special facility for online purchase**											
	▪ New arrivals	1	1	1	1	1	1	1	1	1	1	0
	▪ Coming soon	1	1	1	1	1	1	1	0	0	1	0
	▪ Abstract service	1	1	1	1	1	1	1	1	1	1	1
	▪ Review service	1	1	1	1	1	0	1	0	0	1	1
	▪ Special discount	1	1	1	1	1	1	0	1	1	1	0
7.	**User Search Support**											
	▪ Subject Search	1	1	1	1	1	1	1	1	1	1	1
	▪ Author Search	1	1	1	1	1	1	1	1	1	1	1
	▪ Keyword Search	1	1	1	1	0	1	1	1	1	1	0
	▪ Boolean Search	1	1	1	1	1	1	0	1	0	1	0
	▪ Publisher Search	1	1	1	1	1	1	0	0	0	1	0
	▪ Title Search	1	0	0	0	0	0	0	0	0	0	0
	▪ ISBN Search	1	1	1	1	1	1	1	1	1	1	1
	▪ Date of Publication	1	0	0	0	0	0	0	0	0	0	0
8.	**Details of Product**											
	▪ Category of Product	2	2	2	2	2	2	2	2	2	2	2
	▪ Author	2	2	2	2	2	2	2	2	2	2	2
	▪ Publisher	2	2	2	2	2	2	2	2	2	2	2
	▪ ISBN	2	2	2	2	2	2	2	2	2	2	2
	▪ Title	2	2	2	2	2	2	2	2	2	2	2
	▪ Edition	2	2	2	0	0	0	0	0	0	0	0
	▪ Price	2	2	2	2	2	2	2	2	2	2	2
	▪ Content	2	2	2	2	2	2	2	2	2	2	2
	▪ First page image	2	2	2	2	2	2	2	2	2	2	2
	▪ Abstract	2	2	2	2	2	2	2	2	2	2	2
9	**Navigation Links**											
	▪ Home link on each page	1	1	1	1	1	1	1	1	1	1	1
	▪ Major links repeated on each page	1	1	1	1	1	1	1	1	1	1	1
	▪ Forward/Backward Link	1	1	1	1	1	1	1	1	1	1	0
	▪ Images/Animation	1	1	1	1	1	1	1	1	1	1	1
	▪ Does Images/Animation support	1	1	1	1	1	1	1	1	1	1	1

	down loading											
	Total	100	95	95	85	82	85	86	73	70	77	62

15. GRADING OF INTERNET BOOKSHOPS

Based on the marks scored the Internet Bookshops have been graded into following categories

Marks Scored   **Grade**

90-100   Excellent
80-89   Very Good
70-79   Good
50-69   Average
Below 50   Poor

Ranking of Internet Bookshops has been reported in Table No. 13, its analysis in Table No. 14. It has been observed that Amazon.com and Amazon.co.uk have been graded in excellent category scoring 95 marks each. D.K. Agencies, India has been ranked at 6th position with 77% marks and graded as Good. Khemraj India secures the last position in the ranking and falls under Average category.

Table No.13: Ranking of Internet Bookshops

Rank	Name of the Internet Bookshop	Score	Grade
1	Amazon.com Amazon.co.uk	95	Excellent
2	Heritage Bookshop	86	Very Good
3	Barnes and Noble	85	Very Good
4	Blackwells.co.uk	85	Very Good
5	Worldwide Books	82	Very Good
6	D. K. Agencies	77	Good
7	TSO Online Bookshop	73	Good
8	Alibris	70	Good
9	Khemraj, India	62	Average

Table No. 14: Analysis of Grading of Internet Bookshops

Sr. No.	Grade	No. of Internet Bookshops	Percentage
1	Excellent	02	20
2	Very Good	04	40
3	Good	03	30
4	Average	01	10
5	Poor	00	00
	Total	10	100

It is also observed that none of the bookshops under study fall under Poor category. 40% fall under Very Good category, 20% under Excellent and 30% under Good category. Only 10% bookshops fall under Average category.

16. SUGGESTIONS

- Authority statement confirms the authenticity of the Internet Bookshops. The website of each Internet Bookshop should provide a clear statement of authority, copyright and full contact details on its home page.

- Internet bookshops in developed countries provide variety of information products for online shopping. But the bookshops in India provide limited information products like books, journals magazines, etc. for online shopping. It has been suggested that these bookshops should provide a variety of information product for online shopping such as maps, news items, electronic items, music, software, gift articles, seasonal greetings, etc.

- The home page must provide help menu for the convenience of the users. The website should cover site map, link to FAQ and search tips.

- The websites are considered as second front door for any organization. Internet bookshops should include all the details about membership, online ordering, cart facility, delivery systems and special discounts.

- All possible modes of electronic payments should be employed for acceptance of payment. Payment is accepted by Demand Draft only in Indian Internet Bookshops. Bookshops in India should also accept the payment electronically.

- The Internet Bookshops should provide maximum special facilities like new arrivals, coming soon, abstracting services, review services, etc.

- Internet Bookshops should provide a strong search system with all the possible search parameters to help the user to retrieve the most relevant results.

- Internet Bookshops should provide maximum details about each product including contents.

- The website should provide home link on each internal page. All the major links should be repeated on each internal page.

- It should cover detailed information about the discounts provided on each product.

- Uniform criteria should be designed as a standard set for ranking and grading of Internet Bookshops.

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