

A Study on Consumer's Awareness towards Online Shopping

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Abstract: -- Online shopping (also called online buying behaviour and Internet shopping or buying behaviour) refers to the process of purchasing products or services via the Internet. E-commerce has been growing very fast because of many advantages associated with buying on internet because of lower transaction and search cost as compared to other types of shopping. Through online shopping consumers can buy faster, more alternatives and can order product and services with comparative lowest price. Internet shopping in India is increasing day- by- day and the popularity is even increasing. The internet has changed the way people to shop. Earlier it was just going to market or the main area of the city to shop. After the dot com boom and the rapid rise of the use of the internet, people can now shop online without leaving their comfort zone from their home. Not only internet is used for communication, but it is used for varied purpose like reading news, education, entertainment and for shopping on the internet make consumers more convenient purchase product. Thus this study shows how consumer are aware towards using of online shopping and how individual are aware to make decision to spend for available resources money, time and effort on consumption related items.

I. INTRODUCTION

E-Commerce:

E-Commerce is the buying and selling of goods and services on the internet, especially the World Wide Web. Online shopping is a form of E-commerce whereby consumers directly buy goods or services from a seller over the internet. It is done through an online shop, e-shop, e-store, internet shop or online store. All the products with photos and Multimedia files. Many online stores provide links for extra information about their products.



Education plays a moderating role in the relationship between the three basic determinants and consumer's attitude towards online shopping. Higher educated consumers are more comfortable using non-store channels, like the internet to shop. The Electronic commerce or e-Commerce as is known today evolved as businesses (end to end process) started to shift from real time market to digital market.

History of Online Shopping:

The growth of the internet as a secure shopping channel has developed since 1994, with the first sales of Sting album 'Ten Summoner's Tales' Wine, chocolates and flowers soon followed and were among the pioneering retail categories

which fueled the growth of online shopping.

Researchers found that having products that are appropriate for e-commerce was a key indicator of Internet success. Many of these products did well as they are generic products which shoppers didn't need to touch and feel in order to buy. But also importantly in the early days there were few shoppers online and they were from a narrow segment. Online shopping has come a long way since these early days and in the UK- accounts for significant percent's depending on product category as percentages can vary.

Statement of Problem:

Online shopping in India has grown 128 percent in 2012-2013 compared to only 40 percent the previous year 2011-2012 according to Google Online Shopping Growth in India – 2013. Indians like the idea of shopping through the internet as reported by Google India trends.

From the reports of Google India trends in 2012, it has been stated that 2013 be a strong growth year for categories like apparels, accessories, baby products, home furnishings, and health nutrition and this growth is expected to come from outside of the top eight metro cities in India.

The main purpose of this study is to understand the factors that influence consumer's awareness towards online shopping. Now a days all the goods are available in local market. However the consumers prefer to buy goods online.

II. OBJECTIVES

- To study the consumer awareness towards online shopping.

- To identify the factor influencing consumer to purchase the product in online shopping.
- To know about the effectiveness of advertisement in online shopping.
- To study the consumer opinion about the online shopping.
- To analyze the awareness and preference of people to use online shopping.
- To know how it reduces the uncertainty in purchase decision process.

Scope of the Study:

This research study is useful to understand the consumer awareness towards online shopping.

Area of Study:

A study on consumers awareness towards online shopping was conducted in the area of Thoothukudi. The researcher collected primary data from young adults, middle aged adults and elders.

III. METHODOLOGY

The data has been collected through primary and secondary source. The primary data has been collected through interview techniques and questionnaire methods. Secondary data has been collected by referring books, websites.

Collection of Data:

Both primary and secondary data was used in this study, primary data was collected through the questionnaire method. Secondary data was collected from different books, journals, and website.

Sampling Design:

A sample of some respondents residing in various parts of Thoothukudi was selected on a random basis. The questionnaire collected in a great source of information.

Frame Work Analysis:

The following frame work has been used in the analysis to represent the different views of the analysis.

- a) Percentage Analysis
- a) Rank Analysis

Meaning of Online Marketing:

Online marketing may be defined as the process of building and maintaining customers relationships through online activities to facilitate the exchange of ideas, products and services that satisfy the goals of both the seller and the buyer. Online marketing is also known as internet marketing

and web marketing.

Definition:

According to Philip kotler “an online marketing channel is one that a person can reach via computer and modem. A modem connects the computer to a telephone line so that the computer user can reach various online information services.

Online shopping:

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. As of 2016, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.



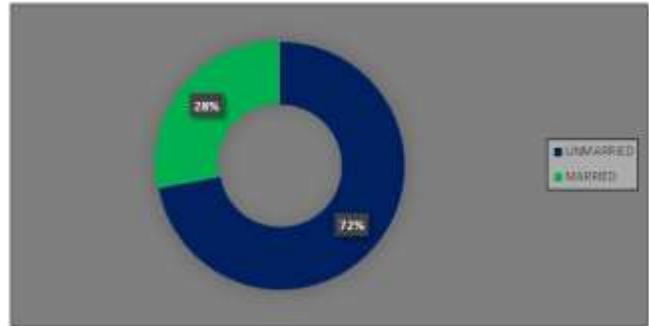
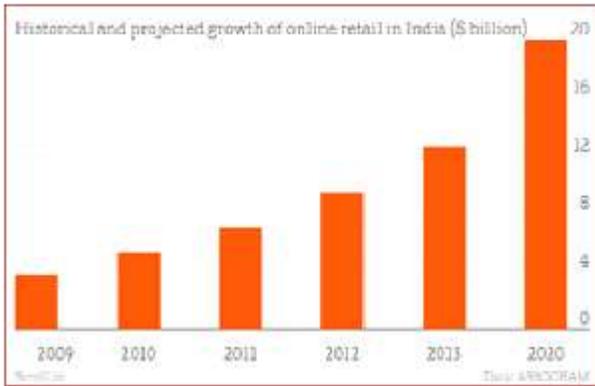
An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar"retailer or shopping center the process is called business-to-consumer (B2C) online shopping.

Online stores typically enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interact-enabled debit card, or a service such as PayPal.

An online store may also be called an e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. These websites or apps are designed to enable customers to browse through a companies' products and services on tablet computers and smartphones.

Statistics and Facts About E- Commerce And Online Shopping:

The fast development of telecommunications technology in the past few decades has changed many aspects of consumers’ lives, including their purchasing process. Consumers are often turning to e-commerce or electronic commerce, namely the buying and selling of products and services exclusively through electronic channels.



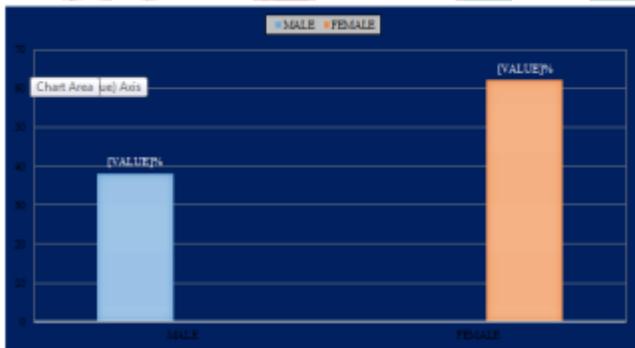
The above table indicates that 28% of the respondents are married and 72% of the respondents are unmarried. Majority 72% of the respondents are unmarried.

IV. DATA ANALYSIS AND INTERPRETATION

Data analysis and interpretation is the process of assigning meaning to the collected information and determining the conclusions, significance, and implications of the findings. This chapter deals with the analysis and interpretation.

GENDER

S.no	Particulars	No. Of respondents	Percentage
1.	MALE	19	38
2.	FEMALE	31	62
	TOTAL	50	100



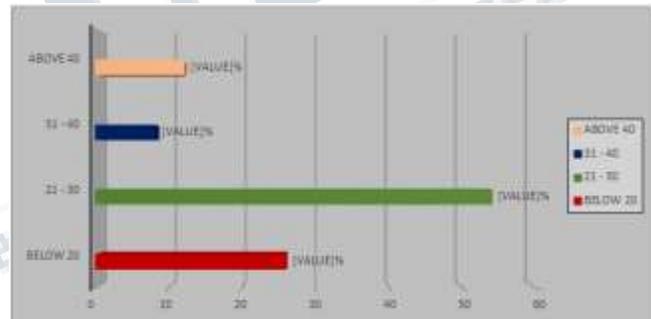
The above table indicates that 38% of the respondents are male and 62% are female. Majority of the respondents 62% are female.

MARITAL STATUS

S.no	Particulars	No of respondents	Percentage
1.	MARRIED	14	28
2.	UN MARRIED	36	72
	TOTAL	50	100

AGE OF THE RESPONDENTS

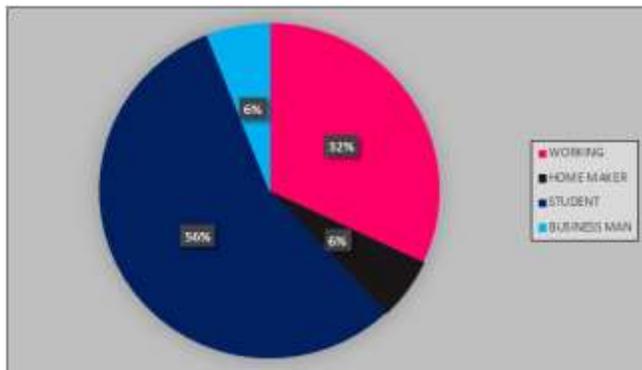
S.no	Particulars	No of respondents	Percentage
1.	BELOW 20	13	26
2.	21 – 30	27	54
3.	31 – 40	4	8
4.	ABOVE 40	6	12
	TOTAL	50	100



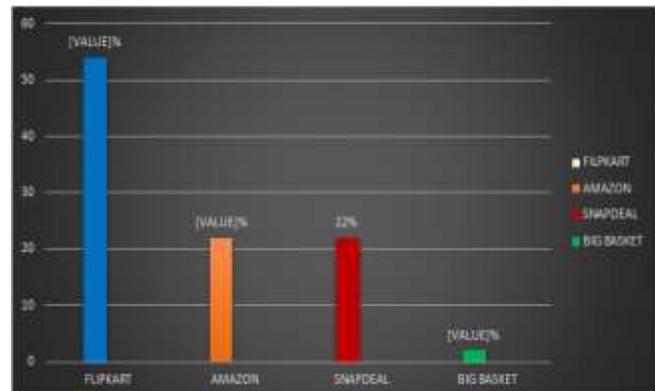
From the above diagram it is significant that 26% of the respondents age are below 20, 54% of the respondents are 21 – 30, 8% of the respondents are 31 – 40, 12% of the respondents are above 40. Majority of the respondents 54% from 21 – 30 age.

OCCUPATION OF THE RESPONDENTS

S.no	Particulars	No of respondents	Percentage
1.	WORKING	16	32
2.	HOME MAKER	3	6
3.	STUDENTS	28	56
4.	BUSINESS MAN	3	6
	TOTAL	50	100



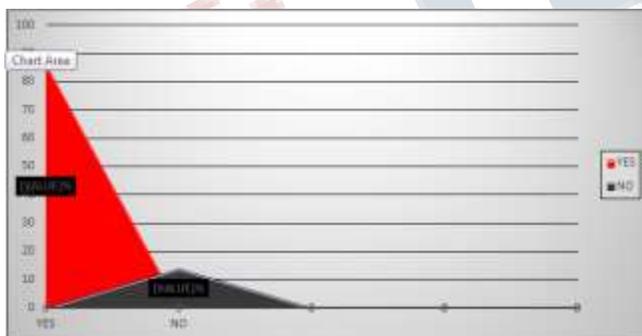
The above table designates the fact that 32% of the respondent's occupation is working, 6% are home maker, 56% are students, and 6% are business man. Majority 56% of the respondents are students.



The above table indicates that mostly preferred online shopping websites 54% of the respondents choose flipkart, amazon 22%, snapdeal 22%, big basket 2%. Majority 54% of the respondents preferred flipkart.

VARIETY OF PRODUCTS ARE AVAILABLE IN ONLINE SHOPPING

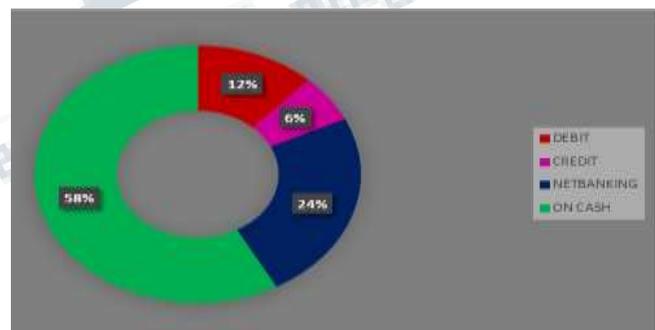
S.no	Particulars	No of respondents	Percentage
1.	YES	43	86
2.	NO	7	14
	TOTAL	50	100



The above table points out that variety of products are available in online shopping 86% of the respondents says yes and 14% of the respondents says no. Majority 86% respondents says that variety of products are available in online shopping.

MODE OF PAYMENTS IN ONLINE SHOPPING

S. no	Particulars	No of respondents	Percentage
1.	DEBIT	6	12
2.	CREDIT	3	6
3.	NET BANKING	12	24
4.	CASH ON DELIVERY	29	58
	TOTAL	50	100



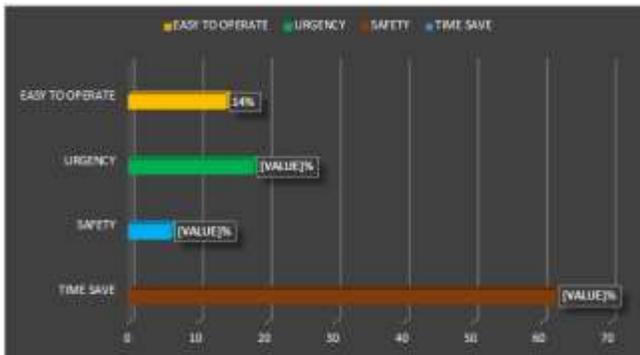
The above table shows that mode of payments in online shopping 12% of the respondents use debit, 6% use credit, 58% use cash on delivery, and 24% of the respondent's use net banking. Majority 58% of the respondents likes to pay in cash.

MOSTLY PREFERRED ONLINE SHOPPING WEBSITES

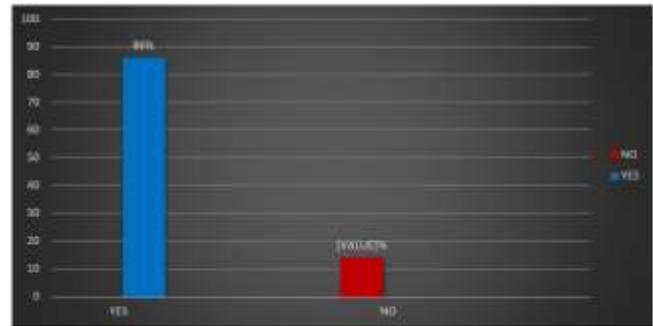
S.no	Particulars	No of respondents	Percentage
1.	FILPKART	27	54
2.	AMAZON	11	22
3.	SNAPDEAL	11	22
4.	BIG BASKET	1	2
	TOTAL	50	100

REASON OF USING ONLINE SHOPPING

S.no	Particulars	No of respondents	percentage
1.	TIME SAVE	31	62
2.	SAFETY	3	6
3.	URGENCY	9	18
4.	EASY TO OPERATE	7	14
	TOTAL	50	100



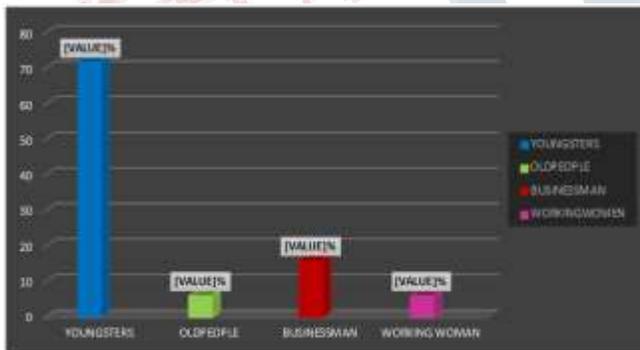
The above table demonstrates that reason of using online shopping 62% of the respondents used for time save, 6% for safety, 18% for urgency and 14% easy to operate in online. Majority 62% of the respondents used online shopping for time saving.



The above table shows that satisfied level of quality and quantity of products purchased in online shopping 86% of the respondents are yes and 14% of the respondents are no. Majority 86% of the respondents are satisfied with quantity and quality of products.

MOSTLY ONLINE SHOPPING ARE USED BY

S.no	Particulars	No of respondents	Percentage
1.	YOUNGSTERS	36	72
2.	OLD PEOPLE	3	6
3.	BUSINESS MAN	8	16
4.	WORKING WOMAN	3	6
	TOTAL	50	100



The above table indicates that online shopping are mostly used by 72% of the respondents are youngsters, 6% old people, 16% business man, 6% working woman. Majority 72% of the respondents are youngsters.

STATISFACTORY LEVEL OF ONLINE SHOPPING

S.no	Particulrs	No of respondents	Percentage
1.	YES	43	86
2.	NO	7	14
	TOTAL	50	100

V. FINDINGS AND SUGGESTION

Findings:

The following are the findings found through the analysis of data interpretation they are as follows:

- ❖ Large group of consumers who have been persuaded by online shopping are female.
- ❖ The analysis signifies that most of the respondents are unmarried.
- ❖ The study reveals that most of the respondents age are below 21- 30.
- ❖ It is found that occupation of the respondents are mostly students.
- ❖ The consumers prefer payment of cash on delivery in online shopping.
- ❖ The analysis signifies that mostly preferred online website is flipkart.
- ❖ The consumers highly satisfied with variety of products regarding online shopping .
- ❖ Mostly online shopping are used by youngsters.
- ❖ It was found that factor influence to buy in online shopping are by advertisement.
- ❖ The consumers are satisfied with the price purchased in online shopping.

Suggestions:

- ❖ Awareness towards online shopping reached among the people quickly compared to previous year.
- ❖ Consumers are aware of online shopping and satisfied with amazing facilities.
- ❖ Online shopping reduces the uncertainty of purchase decision process to consumers.
- ❖ Advertising plays a vital role in online shopping that makes a consumers to aware and attention to buy the products.

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- ❖ Online shopping mainly useful for old age people and disabled persons. So they can buy the products conveniently by sitting in home.
- ❖ If you are not satisfied with your product you can return the product and mail your comments to your favorite website.
- ❖ In online shopping avoid choosing of glass materials like gifts that may get damage in time of delivery.
- ❖ While purchasing in online shopping you should remember credit card limits to use.
- ❖ Online shopping it delivers the product at your door steps.

VI. CONCLUSION

Emerging trends in shopping is shopping through online which has caters all classes of people. Online shopping basically provides the customers go shopping and purchase goods and services with reasonable price on the internet.

In the era of internet technology, Wi-Fi services and smart-phone gadgets, the online promotion tools are very effective in reaching out to the target audience. They are perceived to be effective, informative and credible.

Online market getting new speed and to achieve high level of destination within short period. At the click of a mouse button, users can gain access to online coupons that effectively pull the target audience towards making purchase decisions.

Moreover, with more internet security features, customers can also engage in online shopping. All forms of products and services have the potential to be promoted and to be sold over the internet.

The growing use of the internet in India has created a basis for tremendous prospects for marketers of today and tomorrow. Online shopping has become new type of retail shopping. It has now been adopted all over the world. Consumers are increasingly adopting electronic channels for purchasing their daily needed products. Therefore many consumers are aware of online shopping.

REFERENCES

BOOKS

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2. Principles of marketing-13th edition (Author- Philip Kotler Gary Armstrong)
3. Marketing Management (Author – Dr. C. B. Gupta)

WEBSITES

1. <https://www.google.com/shopping>
2. www.shopping.com
3. www.evancarmichael.com/The online shopping