

Customer Awareness On Online Shopping With Special Reference To Erode City

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Abstract:

Online shopping facility has allowed customers to identify different types of products available in the global market, due to rapid globalization, all types of products are available on the internet. Marketing has gradually formed and developed, forming a new business form and business opportunities that have an important influence on the country's economic competitiveness in the future. In the field of online business, online shopping will become the future of the shopping world. There are many companies that sell different products and services online. Website on the global market Thus, growing in the global market, all the necessary and desirable products are available in the online market. This paper aims to study consumers' awareness of online shopping at Erode city.

Keywords: *Online shopping, Customer Awareness, customer satisfaction.*

Introduction:

Online shopping is a great way to shop with all whatever is on the web. For household essentials, medicine and more, this shopping method makes it easy to shop without spending hours in supermarkets or malls. The Internet is full of information, allowing customers to browse through various research about a product or service before making a purchase. These online shopping sites also offer daily deals for customers who are looking for in-store discounts and deals. In this fast-paced era, customers are busier than they are think a few years ago. So, this is why customers also buy products as well as services through online shopping. Now, the global marketplace is replacing Marketplace. Everything is bought and sold on the Internet. and buy different products. Traditionally, there is a thrill associated with getting a good discount. Nowadays, everyone is connected to the global market through the Internet, so consumer behaviour is constantly changing based on need. Internet sellers also know how to make customers important.

People usually have a lot of time to go to stores and buy products from stores, but nowadays, business landscape changes, customers prefer to buy goods or services electronically because it saves time.

Review of literature:

Thomas & Shaijumon (2020) intended to measure customer perception towards online shopping in Kerala. The study found that customers are aware of the exchange or return of different groceries, furniture, pay on delivery, clothing and footwear and defective items. In addition, customers are aware of online payment options, holiday purchases, electronic goods, product shipment tracking and availability of various products. Delivery on cash will have a greater impact on raising awareness among customers towards online purchases. Furthermore, it may return false or misleading products and have a positive impact on customer awareness related to online shopping. Therefore, the presence of many options has a significant impact on creating customer awareness about online shopping. It can be concluded that customers have enough knowledge about online shopping.

Zothanchhungi & Singh (2019) aimed to measure the factors involved in changing the online buying behavior of students in Meghalaya and Mizoram. The study showed that the main factor affecting the online shopping behavior of college students are risk, convenience and low reliability in purchases. Results showed that online shopping attracts more people and the online shopping experience has a great impact on future shopping behavior. Results also showed the convenience of online shopping, the lack of support from the local market, the wide variety of brands and the high discounts in prices have influences buying behavior. Additionally, risk in financial transactions, lack of physical examination, lack of revenue and refund policy, long time to deliver products, and loss or damage in transit also affect online shopping behavior. Findings concluded that misuse of the product by the distributor can effectively affect online shopping behavior.

Objectives of The Study:

1. To find out the demographic profile of the respondents.
2. To study the level of awareness of the respondents.
3. To analyze the level of satisfaction of the respondents.

Research Methodology

Sources of Data:

The study is mainly based on primary data. Secondary data also collected from Books, journals and company websites.

Sampling Design

The study aims at analyzing the customers' awareness towards online shopping, A total of 120 samples were taken for the study. Convenient sampling method has been used to collect the data.

Statistical Tools Used:

1. Percentage analysis.
2. Chi square test.
3. Multiple regression analysis.

Hypothesis:

1. "There is no significant association between age group of respondents and level of awareness".
2. "There is no significant association between monthly income of the respondents and level of satisfaction".
3. There is no significant impact of independent variables on level of awareness on online shopping.

Limitations of the Study:

1. The sample size limited to 120 respondents only.
2. The study is confined to Erode city only.

Data Analysis and Interpretation:

Table 1 Demographic Variables of the Respondents

Demographic Variables		Frequency	Percentage
Gender	Male	62	52
	Female	58	48
Age group	Upto 25yrs	27	23
	25 to 35 yrs	30	25
	35 to 45 yrs	38	31
	Above 45 yrs	25	21
Educational qualification	SSLC	33	28
	HSC	39	33
	Under graduate	22	17
	Post graduate	26	22
Marital status	Married	65	54
	unmarried	55	46
Occupation	Business	33	27
	Profession	24	21
	Govt. employee	29	24
	Private sector employee	34	28
Income level (Monthly)	Below Rs. 10,000	40	33
	From Rs. 10,000 to 20,000	35	30
	From Rs.20,000 to 40,000	23	19
	Above 40,000	22	18

Source: primary data

Chi Square Analysis:**Hypothesis:**

There is no significant association between age group of the respondents and level of awareness.

TABLE 2
Age of The Respondents and Level of Awareness (Two Way Table)

age group	Level of Awareness			Total
	Fully Awared	Partly Awared	Not Awared	
Upto 25yrs	8	12	7	27
25 to 35 yrs	9	15	6	30
35 to 45 yrs	11	22	5	38
Above 45 yrs	8	9	8	25
Total	36	58	26	120

Source: primary data

The chi square statistic is 4. 422.The p value is .62. Hence the result is not significant at $p < .05$

HYPOTHESIS:

There is no significant association between Educational qualification of respondents and level of awareness.

TABLE 3
Monthly Income of the Respondents and Level of Satisfaction (Two Way Table)

Monthly Income	Level of Satisfaction			Total
	Highly Satisfied	Satisfied	Not Satisfied	
Below Rs. 10,000	11	6	23	40
From Rs. 10,000 to 20,000	10	5	20	35
From Rs.20,000 to 40,000	9	6	8	23
Above 40,000	6	9	7	22
Total	36	26	58	120

Source: primary data

The chi square statistic is 4.12. The p value is .660. Hence the result is not significant at $p < .05$.

MULTIPLE REGRESSION ANALYSIS

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10}$$

Y = Dependent Variable, X_i = Independent variable, $i = 1, 2, \dots$ 10

HYPOTHESIS:

There is no significant impact of independent variables on level of awareness on online shopping.

TABLE 4
LEVEL OF AWARENESS TOWARDS ONLINE SHOPPING

S.no.	Variables	Standardized co-efficient(β)	t- Value	P= Value	S/NS
	(Constant)		3.16	.000	S
1	Gender	.01	.82	.411	S
2	Age	-.20	-7.3	.000	S
3	Education Level	.27	11.40	.000	S
4	Occupational Status	.24	11.0	.000	NS
5	Monthly Income	-.171	-8.2	.000	S
6	Marital Status	.102	4.8	.000	S
	R²	0.243			
	F Change	12.39			
	Sig in F Change	0.000			

Source: Author's calculation.

TABLE 5
ANOVA

ANOVA						
Model		Sum of the squares	DF	Mean square	F	Significance
I	Regression	38.08	5	10.578	12.39	.000
	Residual	40.29	14	68.4		
	Total	78.37	19			

Source: Author's calculation.

It is clear from the above table the Standardized Beta Co-efficient give a measure of contribution of each variable to the model, a large value indicates that a unit change in this predictor variable has large effect on criterion variable. It is found the variables such as Gender, Educational level, Occupation and Marital status has a large impact on criterion variable. Hence, overall ANOVA result assesses of this model (F-12.39, $p < 0.05$). This model is statistically significant

Findings:

Majority (52%) of the respondents were male.

Majority (31%) of the respondents were coming under the age group of from 35 to 45 years age group.

Majority (54%) of the respondents were under married.

Majority (28%) of the respondents were private sector employees.

Majority (33%) of the respondents had monthly income below Rs. 10000.

Conclusion:

Consumers are savvier in the globalized digital age. They expect a wide range of products with sophisticated functionality. Because they are scattered, using conventional access methods is very challenging. For today's consumers, online shopping is a boon. Applications such as e-mail, e-commerce, and electronic data transfer have drastically changed the way goods are marketed as a whole. Online shopping has many advantages, chief among them being technological advancements and access to a large range of products. People are increasingly computer literate and aware of "brands" created for certain things today. There were several aspects that were determined to understand the likes and dislikes of the participants in the present study, although their perceptions differed due to the influence of social and demographic characteristics. The retail campaign has been repainted on the Internet and the rules of the game in retail are changing rapidly. Life is accelerating not only in the subway but also in normal cities. The number of households is increasing and husbands and wives are working because they have less time to go to the market to do their shopping from time to time. Some other reasons like these, such as lack of time, traffic jams, late working hours, the versatility of plastic money and especially the Internet approach to the door of those who want it. it can be concluded that online retailer should create awareness among the customers through social media networking sites so as to increase the sales and also increase the satisfaction level.

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