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CUSTOMER AWARENESS ON ONLINE WEB PORTALS IN COIMBATORE DISTRICT

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ABSTRACT Online shopping offers numerous benefits for the customers as well as business houses. With the help of online shopping, business houses are capable to get in touch with more customers at limited cost. In reality, online shopping act as a stepping-stone to the concept of global village. In India, consumption habits have undergone a drastic shift in the post colonial period. At present, disposable income of the middle class is increasing and the emphasis is more on spending than saving. Though, customers can browse any number of sites to reach at final choice. Hence, online shopping offers unlimited options to the customers in a nutshell. The customer can buy goods on any day of the year at any time of the day, which assist customers to save time and energy. Furthermore, owing to unrestricted choice and surplus time, customers without any difficulty look for the preferred things and can effortlessly compare the products/items. As customer has unlimited choices, he/she can fall a victim to over choice. A customer may spend a good amount of time without taking any final decision. The present study has been carried out to identify the level of customer awareness on online web portals in Coimbatore district.

KEYWORDS :

INTRODUCTION
Increasing employment of internet in India offers a motivation towards online shopping. At present customers are gradually employing electronic channels for acquiring their daily essential goods. The raising utilization of Internet by the younger age group in India generates opportunity for online retailers. To retain in the competitive market most of the companies in full swing have started employing the Internet with an aim of reducing marketing expenditure, thereby goods and services are offered at lower costs. Companies make use of the Internet to propagate information, to sell the product, to obtain feedback and also to carryout customer satisfaction surveys. Customers realize the benefits of online shopping not only in the form of buying products but also by comparing prices, ascertaining product characteristics and after sale service facilities they will receive. This chapter provides theoretical contribution on understanding the current status of online shopping in India. As per ASSOCHAM report, the number of customers who prefer to buy goods through online is anticipated to cross 100 million by 2017 end and growth of e-retail market expected to reach 65% during the year 2018 with the augmentation of digital natives, improved communication in terms of logistics, broadband and Internet-ready devices to stimulate the demand in e-commerce. During the year 2017 higher growth rate is noticed in E Commerce sector, as a result of better participation from people across the country. This industry will continue to contribute more employment opportunities and create new more tycoons through the e-commerce. The report also stated that demonetisation and a reduction in cash transaction, along with development in net banking facilities offer better opportunities for the Indian E-commerce sector and by the end of 2018. Indian E-retail is anticipated to reach $17.52 billion. The total retail turnover is mounting at an impressive rate of 15 per cent, registering a double digit growth figure year after year.

Review of literature
Shergill and Chen (2005) in their study ascertain that ambience of the website and security related to personal information like physical address were major concerns for the customers for buying online. Order tracking features and 3-D view of products offered by various websites were a soothing experience for customers and website's customer service encouraged them to buy online. Hsuehen (2006) in his study mentions that Web Information Quality (IQ), customers' perception on the quality of information presented on a website, and Web system quality, the customers' perception of website's performance on the information retrieval and delivery have positive effect on the customer's satisfaction. Syed Shah Alam (2008) in his study stated that young consumers played a significant role in online shopping. It was identified that website design, website reliability, customer service and privacy were the four key e-service quality dimensions which influence the young consumers' to prefer online shopping. Alam and Yasim (2010) in their study reported that that design of the website, website reliability, variety of products available and product delivery were the influencing factors that affect the consumer's behaviour while online shopping. Jayasubramanium et. al. (2015) in their study observed that majority of the customers prefers to carry out their online shopping from Flipkart followed by Amazon, Ebay, Myntra, Snapdeal and Olx. They mainly bought electronics and mobile phones form these websites. The study concluded that consumer's reviews played an important part in affecting the consumer behaviour. Mathan Kumar & Dr. R. Velmurugan (2017) In India, penetration of E-shopping still at an infant stage due to the existence of numerous problems on online shopping like delay in delivery of goods, difficulty in replacing the damaged goods, product mismatch etc. Until, the online shopping problems are rectified at the earliest by the E–Retailers, Indian growth potential on online shopping always will lag behind the advanced countries like China, Germany, South Korea etc., Rifaya Meera, R. Padmaja and R. Mohammed Abubakkar Siddique (2017) in their study identified that availability of variety of brands, offers and discounts, facility of having 24X7 shopping, availability of quality of products are the main reason for preferring online shopping.

Statement of the problem
Customer awareness on online web portals depends on numerous reasons namely Price convenience, easy payment options, availability of variety of brands, offers and discounts, facility of having 24X7 shopping, availability of quality of products. Sudhakar and Swarna Deva Kumari (2016) in their study observed that on time delivery, guaranty and warranty, payment security, choice availability, door delivery, discount and offers, provision of after sales service, time saving and convenience are the factors that influence customers satisfaction towards online shopping. To identify the Customer awareness on online web portals in Coimbatore district present study is carried out.

OBJECTIVE OF THE STUDY
• To identify level of Customer awareness on online web portals in Coimbatore district

Research Methodology
Data
• Data required for the study is primary in nature. Primary data collected through structured questionnaire.

Sampling
• By adopting convenience sampling method, 1050 respondents residing in Coimbatore selected for the study.

Frame work of analysis
• Collected data have been analyzed by making use of Friedman rank test.

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Findings
CUSTOMER AWARENESS ON ONLINE WEB PORTALS
To identify customers' level of awareness on popular online web portals for online shopping, Friedman Rank test is employed.

CUSTOMERS AWARENESS ON WEB PORTALS
TABLE 1.1

Web Portals (Online Shopping Sites)	Highly Aware	Aware	Not Aware	Mean Rank	Rank
Flipkart	1000 (95.20)	41 (3.90)	9 (0.90)	22.45	1
Amazon	749 (71.30)	272 (25.90)	29 (2.80)	19.61	2
Jabong	768 (73.10)	142 (13.50)	140 (13.30)	19.06	3
Snap deal	707 (67.30)	253 (24.10)	90 (8.60)	18.64	5
Ebay.in	592 (56.40)	347 (33.00)	111 (10.60)	17.15	7
Shopclues	373 (35.50)	572 (54.50)	105 (10.00)	14.59	12
Shopping zone	342 (32.60)	635 (60.50)	73 (7.00)	14.32	14
Rediff shopping	321 (30.60)	584 (55.60)	145 (13.80)	13.54	19
Home shop 18	348 (33.10)	485 (46.20)	217 (20.70)	13.40	20
Tradus	278 (26.50)	519 (49.40)	253 (24.10)	12.29	27
Infibeam	423 (40.30)	325 (31.00)	302 (28.80)	13.57	18
Junglee	383 (36.50)	351 (33.40)	316 (30.10)	12.99	24
Tele buy	468 (44.60)	323 (30.80)	259 (24.70)	14.44	13
India mart	367 (35.00)	393 (37.40)	290 (27.60)	13.01	23
Future bazaar	376 (35.80)	330 (31.40)	344 (32.80)	12.61	26
India times	315 (30.00)	553 (52.70)	182 (17.30)	13.27	21
Naaptol	422 (40.20)	462 (44.00)	166 (15.80)	14.76	11
Alibaba	302 (28.80)	559 (53.20)	189 (18.00)	13.13	22
Buy the price	394 (37.50)	432 (41.10)	224 (21.30)	13.98	15
India plaza	357 (34.00)	526 (50.10)	167 (15.90)	13.88	16
Gadgets guru	385 (36.70)	422 (40.20)	243 (23.10)	13.65	17
Sulekha	331 (31.50)	458 (43.60)	261 (24.90)	12.83	25
Myantra	768 (73.10)	170 (16.20)	112 (10.70)	19.04	4
Yepme	618 (58.90)	331 (31.50)	101 (9.60)	17.64	6
Pepperfry	612 (58.30)	241 (23.00)	197 (18.80)	16.63	8
Fashionara	518 (49.30)	342 (32.60)	190 (18.10)	15.73	9
Emibazaar	473 (45.00)	367 (35.00)	210 (20.00)	14.83	10
Big basket	284 (27.00)	482 (45.90)	284 (27.00)	12.10	28
Alli store	255 (24.30)	545 (51.90)	250 (23.80)	11.84	29

Sources: Primary Data

Findings
Flipkart

The result of Friedman rank test portrays that out of 29 web portals majority customers are highly aware of Flipkart portal and its ranks 1 among 29 web portals.

Amazon
The result of Friedman rank test portrays that out of 29 web portals majority customers are highly aware of Amazon portal and its ranks 2 among 29 web portals.

Jabong
The result of Friedman rank test portrays that out of 45 products majority customers are highly aware of Jabong portal and its ranks 3 among 29 web portals. Followed by Myantara & Snapdeal, Yepme etc.

Suggestions
- Arrival of new products does not reach to the notice of the customer's often. So, the online stores should make concerted efforts in strengthening their advertising apparatus.
- Websites of online stores should be made more attractive and appealing to the buyer in order to retain the potential shoppers. Moreover, the sellers should ensure that the shopper easily and quickly gets into the final shopping-cart web page, instead of undergoing a series of clicks from one webpage to another.
- Customers give much more importance to security and privacy. Hence, online stores may try to maintain secrecy and confidentiality in keeping customers' data base especially with regard to information of debit/ credit card intact. At no point of time their privacy and security should be compromised.
- Online stores should improve consumers' satisfaction through providing quality products, timely delivery and fulfill their expectations. Also the online stores should make their website easy to access and operate in a hazard-free manner.

CONCLUSION
Majority of the customers carry out their online purchase from Flipkart online web portal followed by Amazon and Jabong. Online shopping in India is ever expanding and there exists huge market potential to tap untapped areas by online stores. As customers' taste and preference change frequently, needs and wants are increasing rapidly, coupled with changing mind sets of the customers to go shopping online, it is the responsibility of the online stores to cater to these customers satisfactorily. Hence, E Retailers have to constantly ascertain their customers' expectations, initiate necessary actions at the earliest to contain problems faced by their customers on online shopping and to offer full-fledge service like quality goods at a cheaper price, immediate replacement of damaged goods, shortening of delivery time, thereby customers satisfaction may be increased and be loyal, which assists to retain existing customers and to attract new ones.

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