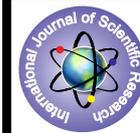


## A Study on Customer Awareness of Online Shopping with Reference to Palakkad City



### Management

**KEYWORDS :** Online shopping, Awareness, Source of information

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### ABSTRACT

*The internet has penetrated virtually every corner of the workplace because it is easy to handle, easy to navigate. In the corporate world, the internet is fast changing the way customers, suppliers, companies and other stakeholders interact. Rapid growth of usage of internet among people is a blessing for the marketing companies who now attract their customers through their online shopping sites. This study makes an attempt to know about the present status of online shopping. The sample size of the study is 120. Tools like descriptive analysis, chi-square analysis is used to analyze the personal details of the respondents and awareness of the respondents in using the online shopping. Hence the researchers have chosen this topic to highlight about the importance of online shopping in present as well as in the future.*

### INTRODUCTION

Internet is the rapidest growing media during the past decade. Especially, online shopping is a rapidly growing e-commerce area. The number of consumers who purchase online is growing sharply. An online shop, e-shop, e-store, internet shop, web shop, web store, online store or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping centre. The process is called business-to-consumer (B2C) online shopping. When a business buys from another business it is called business-to-business (B2B) online shopping. In order to shop online, one must be able to have access to a computer, a bank account and a debit card. Online shopping has widened the target audience. At first the users of online shopping were youngsters. But now the trend is changing which will increase the use and importance of online shopping in the future.

### STATEMENT OF THE PROBLEM

Understanding the customer's wants and needs and living up to promises gives the customer a reason to come back and meeting their expectations gives them a reason to stay. It is important that the company cares about them. Online shopping is an emerging, innovative and interesting area in marketing. Today's customers are so comfort seeking and demands everything in their place itself. Online shopping best fit the present customer's requirement, and hence the researcher has chosen this area to study the personal profile of the customers using online shopping and to find how far the customers are aware about online shopping.

### OBJECTIVE OF THE STUDY

The objectives of the study are as follows:

- To study the personal profile of the respondents who are using online shopping.
- To ascertain the online shopping awareness among the respondents.

### METHODOLOGY

The following methodologies are used in the study:

#### • STUDY AREA:

The study here refers to Palakkad city.

#### • SAMPLING TECHNIQUE:

The researchers have used convenient sampling technique for this study. The sample size of the study is 120.

#### • SOURCE OF DATA:

The study has used both primary data and secondary data. An interview schedule has been used to collect primary data from the respondents. The secondary data sources include research articles published in various journals, magazines, books, web-sites etc.

#### • FRAMEWORK ANALYSIS:

The data collected were analyzed in turn with the objectives of

the study using the tools like descriptive analysis, chi-square analysis. All the tools are carried out at 5% level of significance.

### LIMITATIONS OF THE STUDY

The study is restricted to Palakkad city only and may not apply the findings and suggestions to other areas. The study suffers from the limitations of the primary data.

### REVIEW OF LITERATURE

- Natalia Petrova (2011) states that continuous information technology development changed traditional ways of management and business operations. Nowadays there is a high demand for new innovative business solutions and the ways of managing people that enables to fully elicit their potential.
- Sanaz Bagherpour (2008) states that Internet as the tool of transferring data and information helps most industries to be more effective in their specializations. Ecommerce as the next step after internet guides the discussion into retail and act of selling and buying.
- Xi zhang (2006) states that the advent of the Internet and e-commerce has brought a new way of marketing and selling many products. There are evidences indicating that the e-service quality is an essential strategy to a success, probably more important than a low price and a good web presence.

### DATA ANALYSIS

Table 1: Personal Factors of the respondents

Personal Factors		Number of Respondents	Percentage
Gender	Male	38	31.7
	Female	82	63.3
Age Group	Less than 25	49	40.8
	26 - 35	53	44.2
	36 and above	18	15
Educational Level	No Formal Education	1	0.8
	School Level	23	19.1
	College Level	83	69.2
	Others	13	10.8
Occupational status	Salaried	22	18.3
	Business	21	17.5
	Housewife	29	24.2
	Professional	20	16.7
	Others	28	23.3

Family type	Joint family	22	18.3
	Nuclear family	98	81.7
Size of family	Less than 3	13	10.8
	3 - 5 members	87	72.5
	5 and above members	20	16.7
Number of earning members	1	42	35
	2	57	47.5
	3 and above	21	17.5
Monthly family income	Less than 10000	6	5
	10000-20000	31	25.8
	20000-30000	31	25.8
	30000 and above	52	43.3

From table 1 it is concluded that 82 (63.3%) of the respondents gender is female, 53(44.2%) of the respondents are in the age group of 26 to 35 years,83(69.2%) of the respondents education is college level, 29(24.2%) of respondents are housewife's, 98(81.7%) of respondents are in nuclear family, 87(72.5%) of respondents have 3-5 members in their family, 57(47.5%) have 2 earning members and 31(25.8%) respondents monthly family income is Rs 10000 to Rs 30000.

**CHI-SQUARE ANALYSIS  
AWARENESS OF ONLINE SHOPPING**

Hypothesis: The personal factors of the respondents have no significant influence on the length of awareness of online shopping.

**Table 2: How long you have been aware of online shopping**

Personal factors	Chi-square	p-value	Significant/not significant
Gender	0.41	0.82	NS
Age	3.76	0.44	NS
Education level	13.68	0.033	S
Occupation	36.93	0.251	NS
Type of family	1.27	0.87	NS
Size of family	2.12	0.71	NS
Number of members	0.42	0.98	NS
Number of earning members	1.70	0.79	NS
Monthly income	5.50	0.48	NS

Note: Significant p-value ( $\leq 0.05$ ), Not significant p-value ( $> 0.05$ )

From table 2 it is clear that hypothesis is rejected (significant) in case of education level. In all other cases i.e. gender, occupation, age, type of family, size of the family, number of members etc the hypothesis is accepted (not significant).

It is concluded that personal factors of the respondents have no significant influence on the length of awareness of online shopping.

**SOURCE OF INFORMATION**

Hypothesis: The personal factors of the respondents have no significant influence on the source of information.

**Table 3: Source of information**

Personal factors	Chi-square value	p-value	Significant/not significant
Gender	3.87	0.12	Not significant
Age	13.06	0.41	Not significant
Education level	27.29	0.37	Not significant
Occupation	17.72	0.01	Significant
Type of family	4.70	0.35	Not significant
Size of family	2.47	0.26	Not significant

Number of members	10.08	0.48	Not significant
Number of earning members	4.11	0.09	Significant
Monthly income	13.93	0.54	Not significant

Note: Significant p-value ( $\leq 0.05$ ), Not significant p-value ( $> 0.05$ )

From table 3 it is clear that hypothesis is rejected (significant) in case of occupation and number of earning members. In rest of the cases the hypothesis is accepted (not significant).

It is concluded that personal factors of the respondents have no significant influence on the source of information.

**FREQUENCY OF ONLINE SHOPPING**

Hypothesis: The personal factors of the respondents have no significant influence on the frequency of online shopping.

**Table 4: Frequency of online shopping**

Personal factors	Chi-square	p-value	Significant/not significant
Gender	5.75	0.12	Not significant
Age	6.11	0.41	Not significant
Education level	9.68	0.37	Not significant
Occupation	24.51	0.017	Significant
Type of family	6.60	0.35	Not significant
Size of family	7.65	0.26	Not significant
Number of members	5.50	0.48	Not significant
Number of earning members	17.21	0.09	Significant
Monthly income	7.94	0.54	Not significant

Note: Significant p-value ( $\leq 0.05$ ), Not significant p-value ( $> 0.05$ )

From table 4 it is clear that hypothesis is rejected (significant) in case of occupation and number of earning members. In rest of all cases it is accepted (not significant).

It is concluded that personal factors of the respondents have no significant influence on the frequency of online shopping.

**Results and Discussions:**

The researchers from their study found that, majority of the respondents who were using online shopping were females in the age group of 26 to 35, had completed their college level educational. Most of the respondents who came under the survey were housewives belonging to nuclear family with earning members as two and hailing from urban background. The respondents were provided with internet connections in their home itself. Most of the respondents were aware about online shopping for two to five years. Advertisement was the main source of information through which they get information regarding online products which ease them in making online shopping. The respondents of online buy products for themselves and spent hardly one to two hours in making online shopping. Utmost care and importance should be provided in designing online advertising and the companies should ensure that, the advertisement provided adequate information about their products and attracts the customers towards their products. The online purchase procedure should be designed so simple, so that even the lay man can make purchase very easily and quickly, since time is most precious for present customers.

**CONCLUSION**

Shopping has always catered to middle class and upper class people. Shopping has evolved from single stores to large malls containing many stores that most often offer attentive service, store credit, delivery and acceptance of returns. Emerging trends in shopping is shopping through online which caters all classes of people. In order to shop online, one must be able to have access to a computer, a bank account and a debit card.

Online shopping basically provides the customers go shopping and purchase services and goods with reasonable price on the internet. From the study, researchers have also found that the respondents get information from the advertisement which the online marketing companies should keep in their mind.

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