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A Study on Customers awareness towards online shopping with special reference to Gobi arts and science college (autonomous) PG students in Gobi

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Abstract

Customer awareness is important when purchasing products. Customers consider product quality, brand, packaging. First, customers sign in to an online shopping website; after signing in, they buy products. Customers are informed about the features of the products they purchase. Price is a key factor for convenience, making it easier for customers to buy products through online shopping. When prices are reasonable, buyers are more willing to make purchases.

Currently, grocery items, FMCG products, and A to Z products are being purchased through online shopping. Online shopping companies deliver products across India. When customers order a product at a reasonable price, it is promptly delivered to their address within 1 to 3 days throughout India. If customers wish to cancel an order, they can provide reasons, and the payment is refunded within 1 to 3 days.

Manufacturers can easily sell products across India, ensuring the availability of products, sharing product features, and advertising effectively. As a result, manufacturers gain profits. In case of defective or incorrect products, customers can easily return the items to the delivery agent.

Since 1995, there has been vast development in online shopping in India. Companies like Amazon.in, Flipkart.com, Amazon.com, Walmart.com, Jiomart.com, and Meesho.com have established a strong presence in the Indian market.

Manufacturers can now sell products all over India.

Keywords: Products, customers, price, reasons, manufacturers

Introduction

India is one of the largest markets compared to the rest of the world. For example, mobile phones and computers have seen significant growth in India. Due to its cultural diversity, products are easily purchased by people from all backgrounds. Manufacturers fulfill customers' needs and wants by providing available products, competitive prices, trusted brands, and a strong company image.

Today, hundreds of online shopping companies operate in India. In the future, India will become the biggest marketplace for online shopping. Everyone demands products that are easily accessible and reasonably priced. In the coming years, manufacturers will sell products like cement, sugar, iron and steel, and paper through online shopping platforms.

E-commerce will become an essential part of marketing in the future. Graduates with BBA and MBA degrees are now involved in selling products online. Awareness of product features has become an important aspect of marketing. Today, various products are available, and customers are increasingly aware when making purchases. Satisfied customers continue to buy products repeatedly.

India is the largest market globally, where customers purchase various branded products at reasonable prices. Cars and motorbikes are also sold through online shopping platforms. Online banking and cash-on-delivery facilities make it easy for customers to complete their purchases. Offers and discounts are widely available in online shopping, encouraging customers to purchase quality products.

In the next five years, many more e-commerce and online shopping companies are expected to launch. Food and jewelry will also become widely available through online shopping.

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Review of Literature

Dr. E. Murali Dharshan and Japa Asritha Reddy (2019) ^[1] are studied about customer behavior towards online shopping in Hyderabad. Their main aim was to learn the thoughts of consumer towards online shopping and to recognize the major factors that influence the online consumer when considering and making a purchase over the internet. Main findings of the study that the main factors affecting consumer deeds are trust, price and expediency. Their study finally concluded that, if the online shopping is properly utilized with assured safely and security for the transactions.

N. Ramar and Dr. C.K. Muthukumar (2016) ^[2] are studied about that the consumer behavior towards online shopping. Their main objective was to know the factors that influencing consumer buying behavior towards online shopping. Their study's main findings was that male, who found to be predominant buyer though online shopping than female and found the factors influencing main that website user interface, online comparison option, different product information availability, discount, and time convenience are significantly influencing the consumer to go for online shopping.

Dubrovsky, 2001 ^[3] said that Internet marketing gives customers so many alternatives where they can evaluate and use items and services. George 2002 used Planned Behaviour Theory (TPB) to model consumer online shopping behaviour. The purchase has a strong influence on the intention that they buy online is very compatible.

Vyas and Srinivas (2002) ^[4] found in their study that the majority of internet users had a positive behavior towards online purchases. Awareness of consumer rights and cyber laws needs to be developed.

Research Methodology

1. Area of the study

The area of the study is PG Students in Gobi Arts and Science College (Autonomous) Gobi

2. Sample Size

A sample of 100 respondents selected at Gobi Arts and Science College PG Students. The respondents have been interviewed at various disciplines using convenient sampling method.

3. Data Collection

Primary data have been collected from the respondents by through structured questionnaire. Secondary data have been collected from the various records, journals, books and websites.

Objectives of the Study

The main objectives of the study are to study the consumer's satisfaction of motorbikes and identifying the reasons underlying in Gobichettipalayam taluk.

1. To identify the demographic variables of the Gobi Arts and Science College PG Students
2. To identify the awareness of the students in Gobi Arts and Science College PG Students
3. To known suggestions from the students

Scope of the Study

The sales volume of the online shopping is increased year by year. To demand and supply known and sells their online shopping by manufacturers. To influencing the buying

decision of the consumers. Willing to buy the products so, Consumers are satisfaction purchase the products.

Limitations of the Study

1. As the time is limited, convenient sampling technique is used to select the respondents.
2. Since the sample size is very small the conclusions may not reflect the opinions of the consumers in the universe.
3. The present research may not be always valid as the consumers' preference may change according to time, technology, development etc.,

Statistical Tools Used: Simple Percentage Analysis is the method to represent raw streams of data as a percentage (a part in 100-percent) for better understanding of collected data. Mean, Standard Deviation are the statistical tools used and identify the customers satisfaction.

Primary data source

Using Questionnaire, which is a set of printed or written questions with a choice of answers, devised for the purpose of a survey or statistical study, we collected the Data.

Secondary data source

The data that was originally collected for other research are called secondary data sources. We referred Articles, Journals & Magazines as mentioned in the Bibliography.

Formulae

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

Analysis and Interpretation

Table A: Age of the respondents

S. No	Age	No. of Respondents	%
1	21 years - 23 years	82	82
2	24 - 26 years	18	18
Total		100	100

Source: Primary data

The above table A shows that out of 100 respondents, 82% of respondents are 21 years to 23 years, 18% of respondents are 24- 26 years. Most of the 82% of respondents are 21 years to 23 years.

Mean	Standard Deviation σ
50	32

Out of the total respondents taken for study, it is understood from the table that age of the respondents, Mean is 50.

Table B: Gender of the respondents

S. No	Gender	No. of Respondents	%
1	Male	44	44
2	Female	56	56
Total		100	100

Source: Primary data

The above table B shows that out of 100 respondents, 44% of the respondents are Male, 56% of the respondents are Female. Most of the 56% of the respondents are Female.

Mean	Standard Deviation σ
50	6

Out of the total respondents taken for study, it is understood from the table that Gender of the respondents, Mean is 50.

Table C: Area of Residence of the respondents

S. No	Area of Residence	No. of Respondents	%
1	Urban	52	52
2	Rural	48	48
	Total	100	100

Source: Primary data

The above table C shows that out of 100 respondents, 52% of respondents are Urban, 48% of respondents are Rural. Most of the 52% of respondents are Urban.

Mean	Standard Deviation σ
50	2

Out of the total respondents taken for study, it is understood from the table that area of residence of the respondents, Mean is 50.

Table D: Monthly Income of the Family (Rs.)

S. No	Monthly Income of the Family (Rs.)	No. of Respondents	%
1	Up to 10,000	18	18
2	10,001 to 20,000	22	22
3	20,001 to 30,000	23	23
4	30,001 to 40,000	20	20
5	Above 40,000	17	17
	Total	100	100

Source: Primary data

The above table D shows that out of 100 respondents, 18% of respondents are Up to Rs. 10,000, 22% of respondents are 10,001 to 20,000, 23% of respondents are 20,001 to 30,000. 20% of respondents are 30,001 to 40,000, 17% of respondents are above 40,000. Most of the 23% of respondents are 20,001 to 30,000.

Mean	Standard Deviation σ
20	2.28

Out of the total respondents taken for study, it is understood from the table that monthly income of the family (Rs.) of the respondents, Mean is 20.

Table E: Satisfaction of Branded products by respondents

S. No	Brand	No. of Respondents	%
1	Highly Satisfied	20	20
2	Satisfied	47	47
3	Neutral	5	5
4	Dissatisfied	16	16
5	Highly Dissatisfied	12	12
	Total	100	100

Source: Primary data

The above table E shows that out of 100 respondents, 20% of the respondents are Highly satisfied, 47% of the respondents are Satisfied, 5% of the respondents are Neutral, 16% of the respondents are Dissatisfied, 12% of the respondents are Highly dissatisfied. Most of the 47% of the respondents are Satisfied.

Mean	Standard Deviation σ
20	14.38

Out of the total respondents taken for study, it is understood from the table that Satisfaction of Branded products by respondents, Mean is 20.

Table F: Price of the Products purchased by the respondents

S. No	Price of the Products	No. of Respondents	%
1	Highly Satisfied	22	22
2	Satisfied	44	44
3	Neutral	4	4
4	Dissatisfied	17	17
5	Highly Dissatisfied	12	12
	Total	100	100

Source: Primary data

The above table F shows that out of 100 respondents, 22% of the respondents are Highly satisfied, 44% of the respondents are Satisfied, 4% of the respondents are Neutral, 17% of the respondents are Dissatisfied, 12% of the respondents are Highly dissatisfied. Most of the 44% of the respondents are Satisfied.

Mean	Standard Deviation σ
36.67	17.52

Out of the total respondents taken for study, it is understood from the table that price of the products purchased by the respondents, Mean is 36.67.

Table G: Mode of payment

S. No	Mode of payment	No. of Respondents	%
1	Cash on delivery	55	55
2	Debit Card	18	18
3	Credit Card	15	15
4	Net banking	12	12
	Total	100	100

Source: Primary data

The above table G shows that out of 100 respondents, 55% of the respondents are Cash on delivery, 18% of the respondents are used Debit card, 15% of the respondents are purchasing thru Credit Card, 12% of the respondents are Netbanking. Most of the 55% of the respondents are Cash on delivery.

Mean	Standard Deviation σ
25	17.45

Out of the total respondents taken for study, it is understood from the table that mode of payment by the respondents, Mean is 25.

Table H: Inducements for Purchased by the respondents

S. No	Inducements for Purchase	No. of Respondents	%
1	Advertisements	11	11
2	Friends	19	19
3	Prestige	28	28
4	Self-decision	42	42
	Total	100	100

Source: Primary data

The above table H shows that out of 100 respondents, 11% of the respondents are induced by advertisements, 19% of the respondents are induced by purchase friends, 28% of the respondents are induced by prestigious thoughts and 42% of the respondents are induced by self-decision. Most of the 42% of the respondents are induced by self-decision.

Mean	Standard Deviation σ
25	11.51

Out of the total respondents taken for study, it is understood from the table that inducements for purchased by the respondents Mean is 25.

Table K: Overall Performance of your online shopping website

S. No	Overall Performance of your Online shopping website	No. of Respondents	%
1	Highly Satisfied	22	22
2	Satisfied	40	40
3	Neutral	18	18
4	Dissatisfied	4	4
5	Highly Dissatisfied	16	16
	Total	100	100

Source: Primary data

The above Table K shows that 100 respondents, 22% of the respondents are Highly Satisfied, 40% of the respondents are Satisfied, 18% of the respondents are Neutral, 4% of the

Table I: Price of the products satisfaction by the respondents

S. No	Price	No. of Respondents	%
1	Highly Satisfied	20	20
2	Satisfied	48	48
3	Neutral	8	8
4	Dissatisfied	16	16
5	Highly Dissatisfied	11	11
	Total	100	100

Source: Primary data

The above table I shows that 100 respondents, 20% of the respondents are Highly satisfied, 48% of the respondents are Satisfied, 8% of the respondents are Neutral, 16% of the respondents are Dissatisfied, 11% of the respondents are Highly Dissatisfied. Most of the 48% of the respondents are Satisfied.

Mean	Standard Deviation σ
20.6	14.31

Out of the total respondents taken for study, it is understood from the table that price of the products satisfaction by the respondents Mean is 20.6.

Table J: New Models products purchased by the respondents

S. No	New Models	No. of Respondents	%
1	Highly Satisfied	22	22
2	Satisfied	44	44
3	Neutral	14	14
4	Dissatisfied	10	10
5	Highly Dissatisfied	10	10
	Total	100	100

Source: Primary data

The above table J shows that 100 respondents, 22% of the respondents are Highly Satisfied, 44% of the respondents are Satisfied, 14% of the respondents are Neutral, 10% of the respondents are Dissatisfied, 10% of the respondents are Highly Dissatisfied. Most of the 44% of the respondents are Satisfied.

Mean	Standard Deviation σ
20	12.77

Out of the total respondents taken for study, it is understood from the table that new models products purchased by the respondents Mean is 20.

Mean	Standard Deviation σ
20	11.66

Out of the total respondents taken for study, it is understood from the table that overall performance of your online shopping website Mean is 20.

Table L: Warranty facilities offered by Manufacturers

S. No	Warranty facilities offered	No. of Respondents	%
1	Highly Satisfied	22	22
2	Satisfied	44	44
3	Neutral	5	5
4	Dissatisfied	15	15
5	Highly Dissatisfied	14	14
	Total	100	100

Source: Primary data

The above table L shows that 100 respondents, 22% of the respondents are Highly Satisfied, 44% of the respondents are Satisfied, 5% of the respondents are Neutral, 15% of the respondents are Dissatisfied, 14% of the respondents are Highly Dissatisfied. Most of the 44% of the respondents are Satisfied.

Mean	Standard Deviation σ
20	13.16

Out of the total respondents taken for study, it is understood from the table that overall performance of your online

shopping website Mean is 20.

Table M: Satisfaction of features of respondents products

S. No	Features of yours products	No. of Respondents	%
1	Highly Satisfied	38	48
2	Satisfied	35	35
3	Neutral	4	4
4	Dissatisfied	11	11
5	Highly Dissatisfied	12	12
	Total	100	100

Source: Primary data

The above Table M shows that 100 respondents, 38% of the respondents are Highly Satisfied, 35% of the respondents are Satisfied, 4% of the respondents are Neutral, 11% of the respondents are Dissatisfied, 12% of the respondents are Highly Dissatisfied. Most of the 35% of the respondents are Satisfied.

Mean	Standard Deviation σ
20	13.78

Out of the total respondents taken for study, it is understood from the table that overall performance of your online shopping website Mean is 20.

Table N: Respondents recommended to friends or relatives

Sl. No.	Recommended to friends or relatives	No. of respondents
1	Yes	72
2	No	28

The above Table N shows that 100 respondents, 72% of the respondents are recommended to friends or relatives, 28% of the respondents are not recommended to friends or relatives. Most of the 72% of the respondents are recommended to friends or relatives.

Findings, Suggestions and Conclusion

The following are the findings in the study

1. Out of 100 respondents, 82% of respondents are 21 years to 23 years of the age
2. 56% of the respondents are female of gender
3. 52% of respondents are urban of area of residence
4. 23% of respondents are 20,001 to 30,000 monthly income of the family (rs.)
5. 47% of the respondents are satisfied branded products by respondents
6. 44% of the respondents are satisfied price of the products by the respondents
7. 40% of the respondents are satisfied overall performance of your online shopping website
8. 55% of the respondents are Cash on delivery,
9. 44% of the respondents are satisfied of warranty facilities offered by manufacturers
10. 38% of the respondents are highly satisfied of features of respondents products
11. 72% of the respondents are recommended to friends or relatives

Conclusion

Online shopping companies nowadays vast development in India. Customers buy the products factors are, features, models, price, offers, EMI facilities and brand of the

products. Online shopping companies fulfill customer needs and wants.

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