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A Study on Students' Awareness towards Spams in Online   Shopping

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ABSTRACT

The most common mode for consumers to express their level of satisfaction with their purchases is through online ratings, which we can refer as Online Review System. Network analysis has recently gained a lot of attention because of the arrival and the increasing attractiveness of social sites, such as blogs, social networking applications, micro blogging, or customer review sites. Thereviews are used by potential customers to find opinions of existing users before purchasing the products. Online review systems play an important part in affecting consumers' actions and decision making, and therefore attracting many spammers to insert fake feedback or reviews in order to manipulate review content and ratings. Malicious users exploit the review website and post untrustworthy, low quality, or sometimes fake opinions, which are referred as Spam Reviews.In this study, we aim at providing an efficient method to identify spam reviews and to filter out the spam content with the data

INTRODUCTION

Online Shopping is the lifeblood of modern business. Online Shopping is described as the process to satisfy consumers along with building and maintaining customer relationship through internet activities and to satisfy the goals of both buyers as well as sellers. As far as traditional marketing is concerned "Marketing is human activity directed at satisfying needs and wants through exchange process" (Kotler and Turner, 2004).While Online shopping has grown rapidly in previous years, some of the unethical practices related to certain aspects of online marketing, such as spam, has raised concerns on the part of Internet users. In India Email is a major new communication tool that substitute the fax and telephone along with removing the barrier of distance. E-mail marketing communications tool offers a way for one-on-one messages for both B2B and B2C communications. Remarkably, it has become a universal communications tool in a mere few years. One of the most used words in the email marketing industry today is "spam" or unsolicited commercial email One of the least satisfying dimensions of the growing E-marketing environment or Email marketing is the spam unsolicited email that typically attempts to sell products and services to Internet users. The most irritating part of spam includes advertisements for gambling sites, pornographic material, easy financing, and diet supplements. It is estimated that approximately more than half of all emails received can be categorized as spam (Swartz, 2004). The term spam was named after the processed meat eulogized in a Monty Python sketch and was first time sent to a computer in 1978.

The definition of the "Spam" is tricky because many define spam as "unsolicited electronic mail sent in bulk". Others believe "bulkiness" is irrelevant; it is merely a matter of whether the message sent was solicited or unsolicited. Still others debate the importance of whether the message was commercial in nature or not. The coalition against unsolicited commercial email (CAUCE, 2003) believes that the largest and most pressing problems currently facing the business world is unsolicited commercial email (UCE)

OBJECTIVES OF THE STUDY

To examine the awareness on the online shopping spams.

To identify the online shopping application preference and satisfaction.

To give suggestions to protect from online spams.

To analyze the preference of the sample respondents

RESEARCH METHODOLOGY

Research methodology is the way to theoretically analysis the method applied in study to solve the research problem. It may be understood as a science of studying how research is done systematically.

COLLECTION OF DATA

The task of data collection begins after a research problem has been defined. Data collection maybe defined as the collection of require.

Primary Data: - The primary data is collected through a survey with a structured questionnaire,observation and direct interaction with the respondents.

Secondary Data: - The secondary data is collected through published sources like Journals,Published reports, Books and E-sources etc..

SAMPLE SIZE

The sample size taken this study was 100 respondents.

AREA OF THE STUDY

The data for the study has been collected from the students in coimbatore

SAMPLING SYSTEM

The sampling technique used in this study is convenient sampling

TOOLS FOR STUDY ANALYSIS

The following statistical tools are used in this study for the purpose of analysis.

- Simple percentage analysis

REVIEW OF LITERATURE

Akbar, S. and James, T. P. (2014): in their exploration tracked down that on- line Consumers' disposition in such manner is affected by the data in regards to web based business destinations, seen notoriety and seen convenience and furthermore the apparent dangers in regards to security of instalment and discount.

Dr .V. Ranganathan et.al.,(2015) in their article uncovered that when a customer makes apsyche to purchase on-line items the person influenced by different elements. The most vital recognized variables are efficient, the best worth and accommodation. The best value factor is main stream among the Coimbatore people on the grounds that for the most part in on line market costs are lower as against the actual business sectors.

K. Balakrishna, S. Srinivas Rao and S. Manoj (2016) in their article Distinguished that Online shopping will govern the market in the forthcoming years. Individuals are happy with the online buys and positive informal exchange prefers on the web buys. There is highmindfulness level with respect to online buys. The lone disappointment concerning buys isin regards to its quality and instalment previously transporting.

TABLE

TABLE 5.1 Table showing the most frequently used website

FREQUENTLY USED WEBSITE	NO OF RESPONDENTS	PERCENTAGE
Amazon	40	40%
Flipkart	35	35%
Meesho	20	20%
Club factory	5	5%
TOTAL	**100**	**100%**

INTERPRETATION:

The above table showing that the majority of the respondents use Amazon (40) and theremaining are flipkart (35), Mesho (20) and Club factory (5).
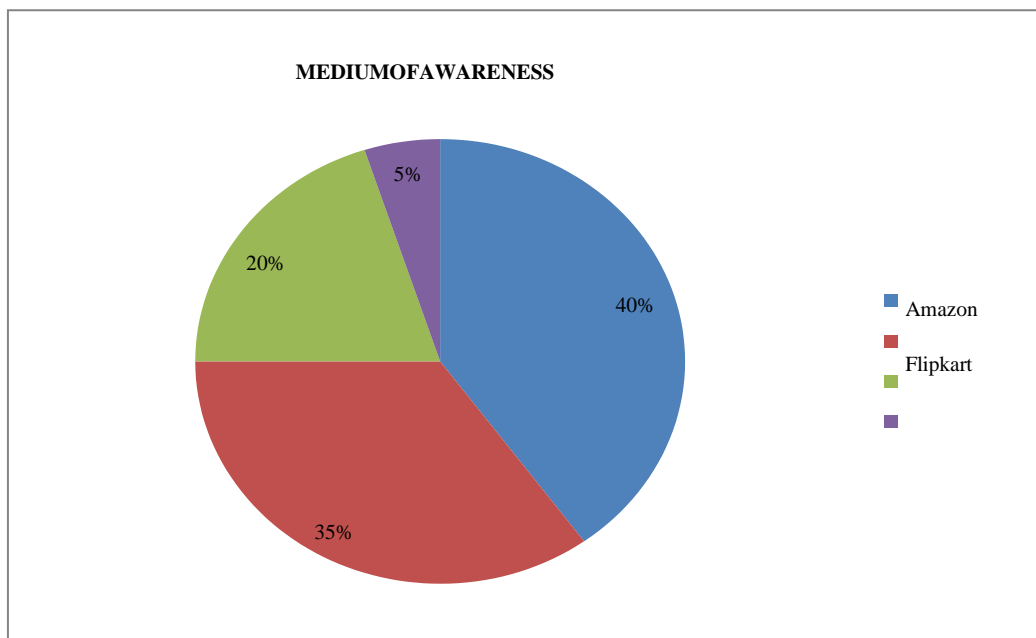
CHART 5.1 Chart showing the most frequently used website

TABLE 5.2 Table showing the preference of social media platform for online shopping

PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
Yes	63	63%
No	32	32%
May be	5	5%
TOTAL	**100**	**100%**

INTERPRETATION:

The above table showing that the Majority of the respondents will prefer (63) andthe others will not (32) and may be (5).

CHART 5.2 Chart showing the preference of social media platform
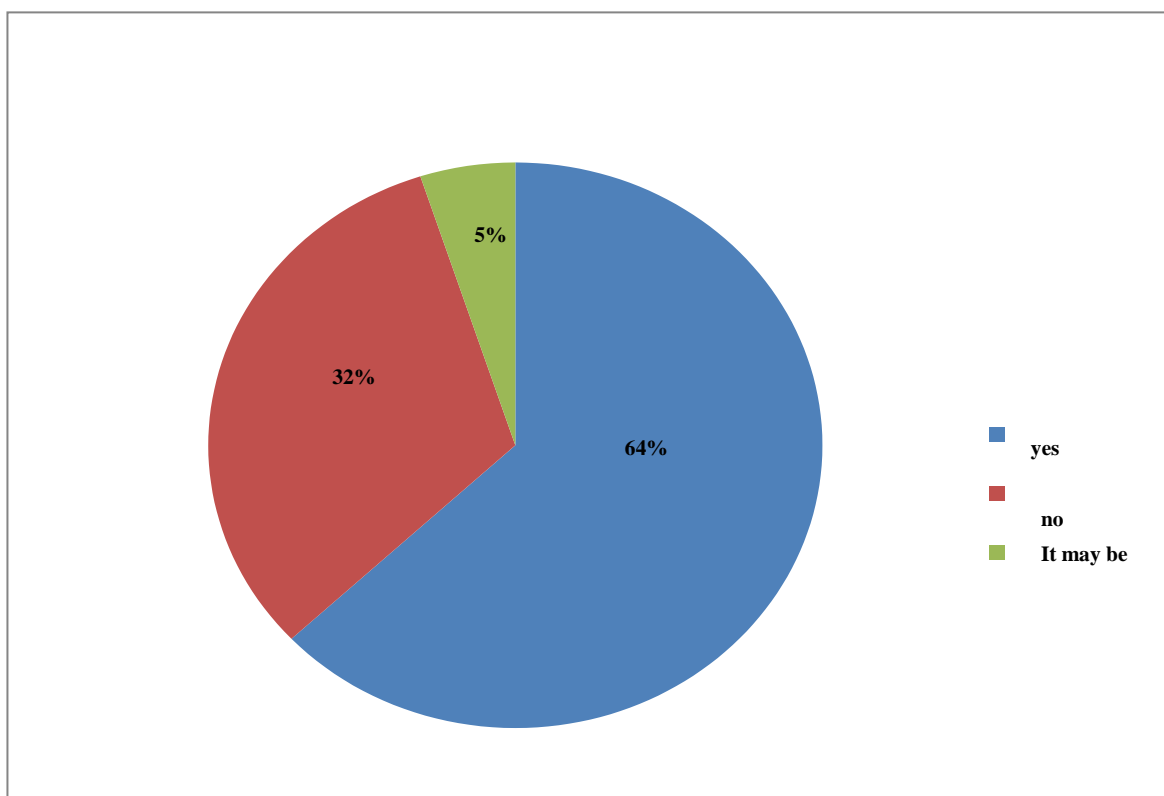
PREFERENCE OF SOCIAL MEDIA PLATFORM

SUGGETIONS

The overall data across the background characteristic categories show that majority of the people are aware of online spamming.

Most respondents are satisfied with the packing and quality of the products shopped online.

Majority of the respondents are affected by on6l3in%e spamming.

 If the online spamming is reduced the customers will gain a better experience online shopping

CONCLUSION

To conclude, even though most of the Internet users are aware of online spam, it is also apparent that many have inadequate basic knowledge about it. Therefore, making the Internet users aware of these aspects may reduce the severity of the problems posed by online spam. Further, although most internet users identify online spam as a serious problem, their attitude towards punishing spammers severely is unclear, further giving credence to the necessity of spreading awareness of online spam.

REFERENCE

WEBSITE

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JOURNAL

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