



A STUDY ON CUSTOMERS' AWARENESS ABOUT ONLINE SHOPPING

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ABSTRACT:

The popularity of E-Commerce is increasing day by day. Variety of products can be shopped online with the help of the internet. The present customer is quite aware when it comes to the process of online shopping. The primary data was collected with the help of well-structured questionnaire. The study was conducted in Shimla City and 450 customers were selected by making use of purposive sampling technique. The collected data was analyzed using Weighted Average, Coefficient of Variation, and Standard Deviation. From the finding the study reveals that customers' are moderately aware of online shopping.

Keywords: Online Shopping, Customer Awareness, e-shopping, Awareness Level, Online, Shopping

Introduction:

Online shopping has become more popular among customers as compared to traditional brick-and-mortar stores. Online shopping is an act of buying products/services through internet. As a result of technological advancements, the online customer buying behavior has undergone a drastic change. The awareness level of customers' towards different products and services available on the internet has also increased with changing times. Thus, an attempt has been made to study the customers' awareness about online shopping.

II. LITERATURE REVIEW:

Ahasanul Haque & Ali Khatibi, (2007) in their study concluded that online shopping saves time that is why it is liked by the customers. It is basically indoor shopping and the customers get information very quickly.

George 2002 used theory of planned behavior (TPB) in their study to develop a model for consumers' online purchasing behavior.

Siddiqui and Khan (2017) concluded that the customers' demographics and their perception about the products do not have a significant relationship.

Szymanski and Hise (2000) identified that merchandising, site design, financial security and convenience were the factors associated with online shopping which forces customers to opt for online shopping.

III. RESEARCH METHODOLOGY:

A. Research Design: Descriptive research design was adopted for this study.

B. Sample Design: 450 customers were selected through purposive sampling method.

C. Data Analysis: Primary data was collected and analyzed with the help of tools like Co-efficient of Variation, Mean, and Standard Deviation.

IV. RESULT AND DISCUSSION:

Respondents were asked to specify their awareness level for the online shopping on 5 point scale ranging from 5 (Extremely aware) to 1 (Not at All aware). Results in Table 1 provide evidence that respondents are aware about almost all the parameters of online shopping including Payment Options, Replacement Procedure, Delivery Charges, Order Tracking Facility and Terms & Conditions etc.

Table 1: Respondents' Awareness about Online Shopping

Components	Mean	S.D.	CV
Availability of Variety of Goods	3.95	0.991	0.251
Payment Options	4.26	0.923	0.217
Product Packaging	3.71	1.009	0.272
Delivery Process	3.92	1.043	0.266
Replacement Procedure	3.72	1.022	0.275
Promotion Schemes	3.4	1.143	0.336
Grievance Mechanism	3.2	1.183	0.370
Terms & Conditions	3.56	1.222	0.343
Privacy System	3.68	1.091	0.296
Order Tracking Facility	4.13	0.876	0.212
Website Navigation	3.91	0.88	0.225
Order Booking Procedure	4.22	0.87	0.206
Delivery Charges	4.09	1.171	0.286

Co-efficient of Variation (CV) is an important measure to assess the relative variation in the variable. Its value was found to be the least one in case of Order booking Procedure (0.206) while highest one in case of Grievance Mechanism (0.370). It means that responses have highest concentration across the mean value in case of Order booking Procedure it is very strong.

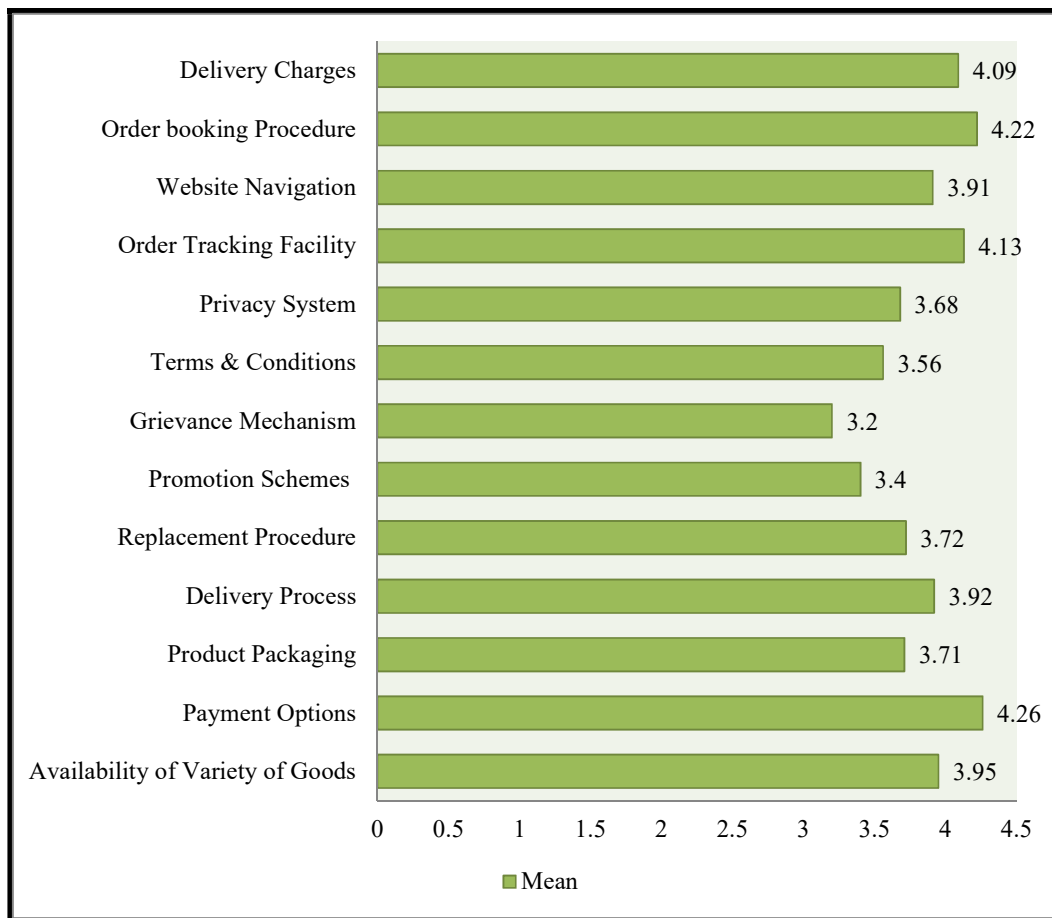
Chart 1: Respondents' Awareness about Online Shopping

Table 2 is presenting the overall awareness of respondents about online shopping. It can be observed that maximum number of respondents (N=236, Percentage=52.44) are moderately aware with online shopping followed by 24.44% respondents (N=110) who are extremely aware of it.

Table 2: Respondents' Overall Awareness about Online Shopping

Response	N	Percentage
Not at all Aware	29	6.44
Slightly Aware	4	0.89
Somewhat Aware	71	15.78
Moderately Aware	236	52.44
Extremely Aware	110	24.44
Total	450	100
Mean Score	47.64	
S.D.	12.19	
Result	Moderately Aware	

It was found that 15.78% respondents (N=71) are somewhat aware about online shopping and 0.89% respondents (N=4) are slightly aware about online shopping. There were 6.44% respondents (N=29) who were not at all aware about the provisions of online shopping. The mean score (47.64) concludes that respondents are moderately aware of online shopping.

Chart 2: Customers' Overall Awareness about Online Shopping

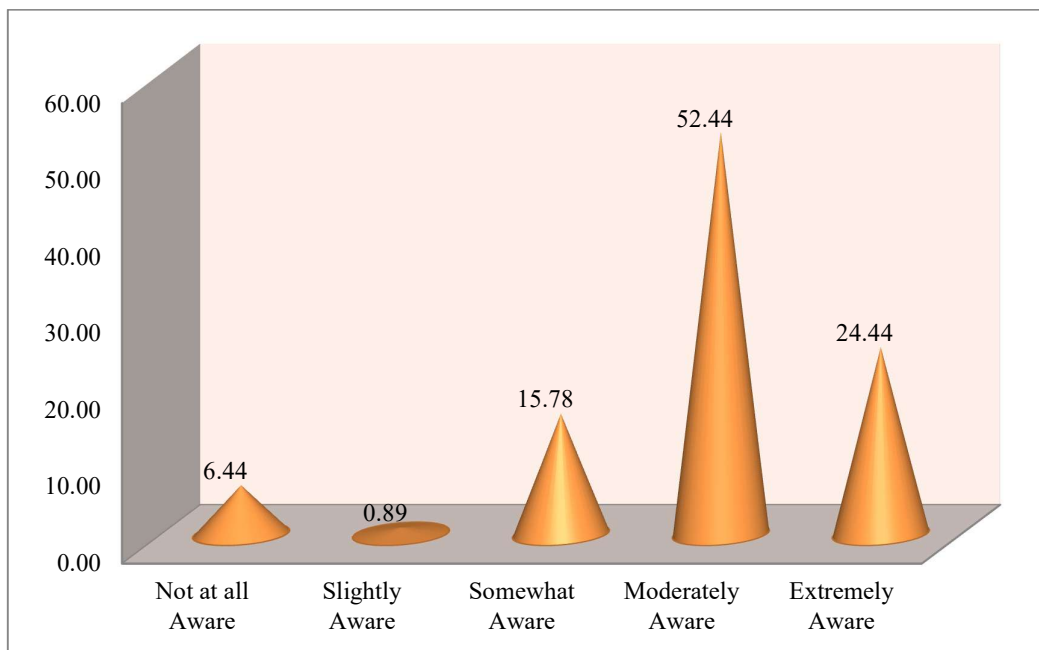


Chart 2 above represents the customers' overall awareness about online shopping.

CONCLUSION:

When it comes to the customers' overall awareness about online shopping, from the above findings it can be concluded that customers' are moderately aware of online shopping.

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