



A Study on Consumer Awareness towards Electronic Shopping with Reference to Mangalore City

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DOI: <https://doi.org/10.55248/gengpi.5.0324.0601>

ABSTRACT

With the rapid development of network technology, electronic commerce and electronic marketing had been formed and developed gradually, thereby forming new business model and business chance which exerted an important influence on the country's economic future competitiveness. E-shopping is a recent phenomenon in the field of e-commerce and will certainly be the future of shopping in the world. Most of the businesses take advantage of their online portals to sell their products/services online. E-shopping facility has allowed customers to identify different types of products available in the global market, due to rapid globalization, all types of products are available on the internet.

There are many companies that sell different products and services online. website on the global market Thus, growing in the global market, all the necessary and desirable products are available in the online market. The article aims to study consumers' perception of E-shopping.

The paper aims to study about the consumer awareness and factors affecting on E-shopping. The present research study has used Qualitative and Quantitative research methods to study the impact of Demographic factors of consumers on E-shopping, respondents' behaviour, awareness about the rules and regulations of online shopping and benefits and services of E-shopping. The data were collected through Questionnaires. Percentage analyses have been used in the analysis. Results of the study reveal that E-shopping in India is significantly affected by various Demographic factors like age, gender, marital status, family size and income.

Index Terms— E-shopping, Customer Awareness, Demographic factor, Age, Gender, Occupation, Income.(key words)

I. Introduction

In this new age of fast-moving lifestyle, customers are busier than what they were years back. So that is the reason, why customers are buying products as well as services through online shopping. Now online global market is taking place of Market place everything is buying and selling on the internet. Everyday there are so many buyers and sellers are registered on the global internet market to sell and buy the different product. Traditionally, there has been a feeling of thrill associated with getting good discounts. There is a sense of achievement attached with cracking a great deal. It is this sense that e-entrepreneurs have successfully targeted upon through, deal sites like Amazon, Snapdeal, Meesho, Nykaa, Flipkart, Shop clues, Tata cliq etc.

II. LITERATURE REVIEW

Day & Landon, (1977) tells that, sometimes strategies of online marketers are not according to the online shoppers, so that they are not satisfied with the delivery system of online shopping. Crawford, (1997) in his study, said that the traditional consumer behaviour shopping has its own model, where firstly they identify the problem, get the information, search the alternative, then purchase.

Dubrovski, 2001 explained that internet marketing having so much of alternative available to customers where they can screen the items & services and avail them. George in 2002 used theory of planned behaviour (TPB) to develop a model for consumers' online purchasing behaviour. A strong correlation between how trustworthy an individual finds on the internet and how positive an individual's attitude is towards online purchasing and that an individual's attitude towards online purchasing has strong effect on the intention to make them purchase by internet is highly supported.

Vyas and Srinivas (2002), study stated that majority of the internet users were having Positive behaviours towards electronic shopping. There exists a need for developing awareness about consumers' rights and cyber laws.

Ahasanul Haque & Ali Khatibi, 2007, Customers like Electronic shopping, because it saves time because no need to go anywhere. By rapid access customers get information quickly. It removes of physical appearance.

Smith and Alan (2005) in their paper observed that over years, the internet has provided an inexpensive and efficient way for companies to create an additional electronic sales channel to market their products. Like any marketing channels, the goal is to increase sales and one method that delivers content that is relevant to electronic commerce termed as e- personalization. The current E- commerce channels can be enhanced through the use of personalization techniques provided that companies with the products, contents and information them alive. However, privacy and accuracy of personal information plays an important role in personalized contents which has raised the questions of government intervention in to the realm of e- personalization.

Sita Mishra (2007) in his paper he empirically studied a sample size of 200 Internet users in Delhi. From this study he explained that customers have positive attitude towards electronic shopping. The analysis revealed that in null hypothesis that the age and income do not have significant association with consumer purchasing attitude. The study concluded that the consumers with higher income do electronic shopping more and also found that the respondents having different age groups demonstrate different attitudes towards Electronic shopping. Finally, he said that convenience and technological advancement plays a major role in electronic shopping.

Seyed Rajab Nikhashem, Farzana Yasmin, Ahsanul Haque. (2011) Studied that investigated peoples" perception of online buying tickets (e-ticketing) as well as why some people use this facility while some who do not use it stick to the traditional way to fulfill their needs. Also, factors such as what inform peoples" eagerness and unwillingness to use internet facilities are also examined.

Kanwal Gurleen. (2012) Focuses on the understanding of demographic profiles of adopters and non-adopters of electronic shopping. For this purpose, the data from 400 respondents was collected in the form of questionnaires. The study has been conducted in 3 cities of Punjab. A sample of urban respondents was selected from the Jalandhar, Ludhiana, and Amritsar. The paper also analyses the various reasons for electronic shopping.

Yu-Je Lee, Ching-Lin Huang, Ching-Yaw Chen (2013) The purpose of this study is to use structural equation modelling (SEM) to explore the influence of online bookstore consumers' perception on their purchase intention. Through literature review, four constructs were used to establish a causal relationship between the perception of electronic shopping and consumers' purchase intention. Results of this study show that product the perception, shopping experience, and service quality have a positive and significant influence on consumers' purchase intention, but the perceived risk has a negative influence on consumers' purchase intention, and shopping experience is most important.

Vanniarajan and Kubendran (2015) describe that consumer perception and usage of any product can change due to change in food eating habits. If income and urbanization increase among consumers, then the percentage of income spent on consumption Increases. The urban consumer mostly likes branded products as compared to rural consumers

Shanthi R. (2015) There is still a lack of organized retail throughout the nation, with huge retail chains accounting for less than 10 percent of the market. As a result of e-commerce, residents in tiny towns in India are able to get high-quality goods and services that aren't available in bigger cities. It is predicted that by the end of this year, more than 60% of internet consumers would have come from outside of the top eight major metropolitan areas. Expanding the internet's consumer base has helped to diversify its clientele. Only approximately 10% of the population has access to the Internet, compared to 81% in the US and 36% in China. Due to dropping broadband costs, this figure continues to climb on a steady basis. In 1991, Tim Berners-Lee launched the first commercial World Wide Web server and browser. As a result of these developments, electronic banking, the inauguration of a Pizza Hut online pizza store, Netscape's SSL v2 encryption standard for safe data transport, and inter-first shop's online purchasing system were introduced in 1994. Amazon.com debuted its online shopping site in 1995, while eBay was founded in 1996. There has been a major shift in the buying habits of customers over the last ten years. electronic shopping is becoming more popular, despite the fact that many people still prefer to buy in a brick-and-mortar location. Compared to going to a brick-and-mortar store, purchasing online is more convenient. A wide range of options may be seen from the comfort of one's own home and pricing can be quickly compared to those offered by competitors. One-to-one customer care and round-the-clock customer support are hallmarks of internet marketing, which is conceptually distinct from conventional marketing platforms. Business internet marketing is the fastest-growing section of online commerce today, according to recent data. Traditional and electronic retailing are vastly different in terms of the level of engagement between the buyer and vendor. Emails and FAQs are becoming increasingly common forms of communication with customers. Using FAQs, inquiries about shipping, payment, product, policies, and other issues may be efficiently handled.

R. Kavitha (2015) Because of the fast advancement of network technology, electronic commerce and electronic marketing have progressively emerged and evolved, creating new business models and opportunities that have had a significant impact on the economic future of the nation. competitiveness. E-commerce has only recently seen the rise of electronic purchasing as a new phenomenon. It's safe to say that electronic shopping is here to stay. The vast majority of businesses are operating platforms to market their goods and services online. The convenience of shopping online clients has been able to identify the many items offered in the worldwide market. market, all kinds of things are now accessible on the internet because of fast globalization. Goods and services, consumer goods, books, audio and video cassettes, and services such as the air tickets may be bought online as well as at the venue. The purpose of this work is to investigate customer awareness. and other elements that influence internet retailing. Qualitative methods have been used in this investigation. in the study of consumer demographics, and quantitative research methodologies respondents' buying habits and knowledge of electronic shopping's laws and restrictions internet shopping and its advantages and services. The information was gathered. using survey methods. The data has been analyzed using simple percentages. Results the research suggest that numerous factors in India have a substantial impact on online buying. As a result of characteristics such as gender, marital status, family size, and economic level.

Mohammad Anisur Rahman (2018) People all around the world's attitudes and behaviors have changed dramatically as a result of the Internet. Consequently, the rise of electronic shopping has had a profound effect on the life of the average person. In Bangladesh, electronic shopping has also been introduced, although people are still a little apprehensive about doing so on a regular basis. A self-created questionnaire comprising 160 Dhaka city residents was used in this research to get insight into the habits of internet buyers. Consumers purchase online to save time and to access a wider range

of items and services, according to a poll. Home delivery is preferred by men over women, who detest not being able to hold the object in their hands and feel how soft it is. It's mostly via social media that they get knowledge about electronic shopping, and they use the cash-on-delivery option to buy clothing and other items. Electronic shoppers have conflicting feelings about their entire experience because of their concerns about the safety of the payment method.

III. DATA AND METHODOLOGY

III.1 OBJECTIVES

The purpose of this study is to examine online consumer awareness, which provides a framework for e-marketers to optimize their e-business strategies. The objectives of this study are:

- To know the consumer's knowledge and perception of the products and services offered on the internet to shop online.
- To identify online shoppers' perceptions of website factors.
- To identify types of online shoppers, i.e., Mystery shoppers, occasional shoppers, frequent shoppers and regular shoppers varied by different website variables in B2C e-commerce online shopping.
- Knowing how to offer products and services and satisfy your customers through online shopping.

III.2 RESEARCH METHODOLOGY

A Methodology is a way of approaching the problem in order to find out the truth involved in a problem. Certain steps must be taken in certain order and the order of steps undertaken in the study is called Methodology.

PRIMARY DATA: Primary data are those data which are collected for the first time for a new project or for a special purpose. Data is collected from the consumers through Questionnaire and Focus group discussion method.

SECONDARY DATA: Secondary Data is the data which is already collected for some other purpose like published sources that is the journals, magazines, newspaper, brochures, etc. Secondary Data was also collected from various websites.

III.3 SAMPLE SIZE:

80 Respondents

III.4 SAMPLING METHOD:

Convenience sampling

III.5 SCOPE OF THE STUDY:

Any field of research must have a definite scope. This project is concerned whether consumers are satisfied with electronic shopping in Mangalore city only.

III.6 SIGNIFICANCE OF THE STUDY

The study is conducted to bring out the consumer awareness on electronic shopping in Mangalore city, Dakshina Kannada district. The study can explain how the customer selects electronic -shopping. This study reveals the customers ideas about the electronic shopping services. The study gives suggestion that help the manufactures or dealers to increase their electronic shopping marketing services.

IV. RESULT ANALYSIS

Table 1 :Socio- demographic Factor Summary

<i>Factors</i>	<i>Options</i>	<i>No of Respondents</i>	<i>Percentage</i>
Gender	Male	18	22.5
	Female	62	77.5
Age	Below 20	50	62.5

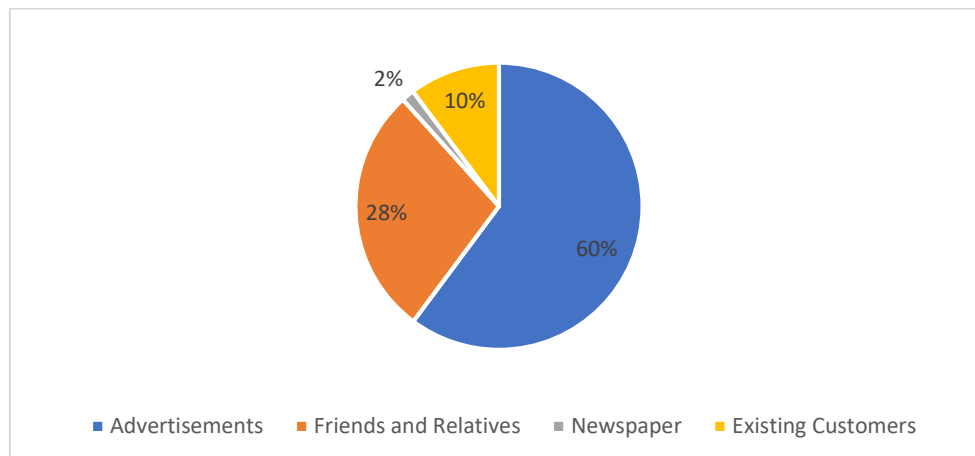
	20-40	27	33.8
	Above 40	3	3.7
Marital Status	Single	69	86.3
	Married	11	13.7
Average Monthly Income	No income	62	77.5
	15000-20000	7	8.8
	20001-35000	5	6.2
	35001-45000	2	2.5
	45001 and above	4	5
Education level	High School degree or less	2	2.5
	PUC	11	13.8
	Bachelor Degree	60	75
	Master degree	7	8.8
Occupation	Student	62	77.5
	Business /Self employed	2	2.5
	Service/ Executive	12	15
	House wife	4	6.25

Source: Primary data

In the above table, demographic analysis was performed for the variables Age, Gender, Marital Status, Monthly Income, Occupation category & Education category among all 80 respondents those who participated in research. The following table gives the frequency distribution of the respondent for different categories of each demographic variables discussed. The analysis of below table showed, among 80 respondents, 62.5 percent of respondents belongs to age group (below 20 years), only 33.8 percent belongs to age group (20-40 years) and only 3.7 percent belongs to age group (above 40 years). Female (77.5 percent) were more than the Male (22.5 percent) but among all majority i.e., 13.7 percent of the respondents were married and compare it to 86.3 percent were found to be single. In average monthly income 6.2 percent described themselves from (25000-35000), 8.8 percent (15000-25000), 2.5 percent (35000-45000), 77.5 percent (No income), 5 percent (45000 and above). In occupation category, 15 percent (Service/Executive) category & 2.5 percent (Business Class) 77.5 percent (Student). In education category, 2.5 percent of the total respondents were up to the school level of their education compare to 13.8 percent (PUC) 75 Percent (Graduates), 8.8 percent (Post graduates).

Respondents' behaviour towards online Purchase

Figure 1: Awareness about online shopping



Source: Primary data

The above figure we can make out most of the respondents are aware of online shopping through advertisement, 28 percent of the respondents are aware through their friends and relatives, 10 percent through existing customers and remaining through newspaper.

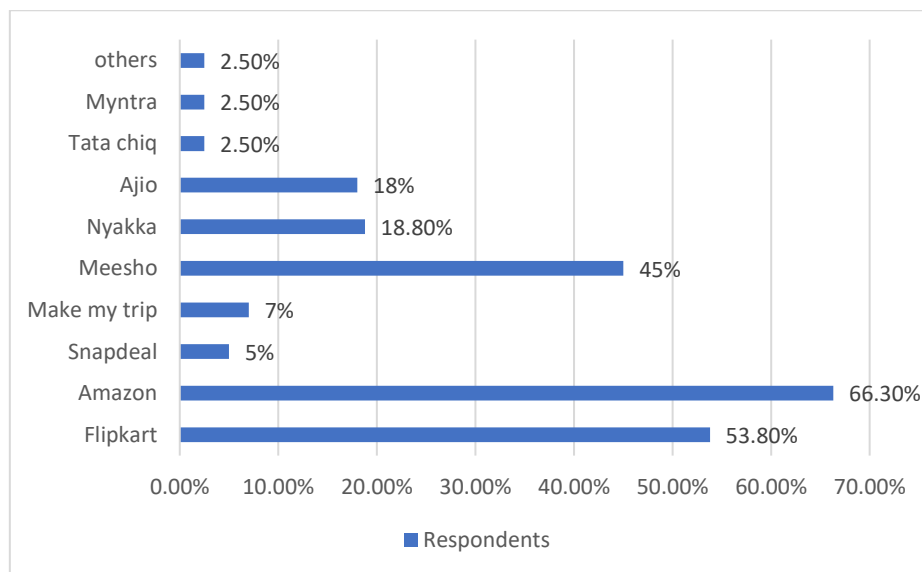
Table 2 : Kind of medium mostly use to browse the internet

Particulars	Respondents	Percentage
Smart phone	75	98.80
Personal Computer	5	6.30
Cyber Cafe	0	0
Total	80	100

Source: Primary data

The table shows that 98.8 percent respondents use Smart phone and 6.3 percent use their personal Computer.

Figure 2: Use of website



Source: Primary data

The above figure we can make out maximum people purchase from Amazon , Flipkart and Meesho.

Table 3: Purchase preference factors

Particulars	Respondents	Percentage
Quality	40	50
Reasonable price	34	42.60
Image	2	2.50
Service	2	2.50
Choice	1	1.20
Good Reviews	1	1.20
Total	80	100

Source: Primary data

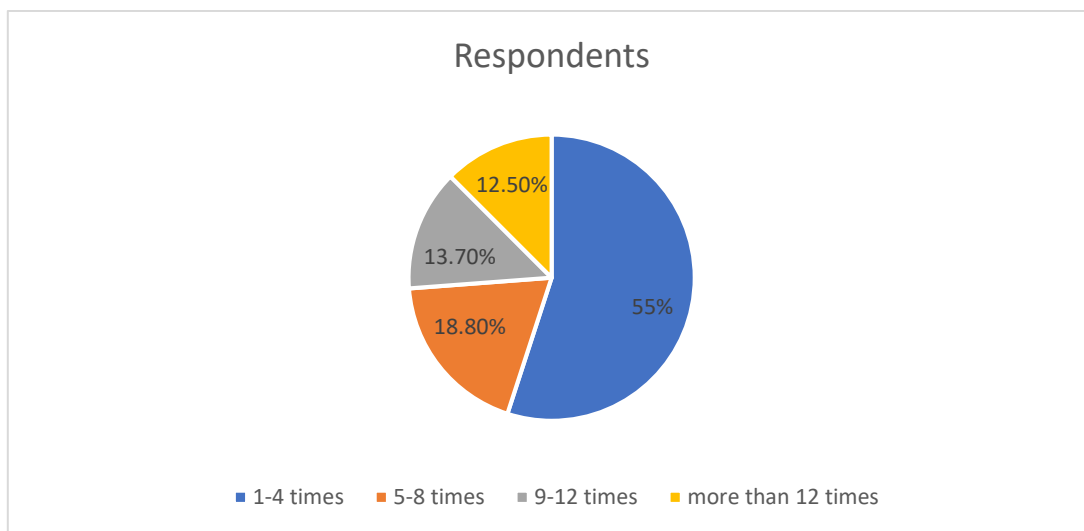
The above table shows preference wise is Quality of the product, Reasonable price, Image and service and last is choice and reviews.

Table 4: Variety of product Purchased online

Particulars	Respondents	Percentage
General	50	62.5
Electrical and Electronics	21	26.3
Sports	9	11.3
Personal	28	35
Medical	3	3.8
Total	80	100

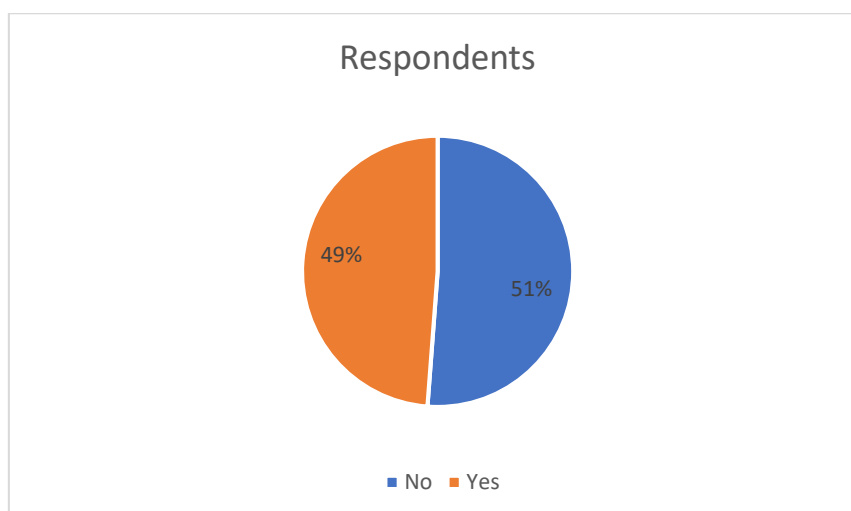
Source: Primary data

From the table we can make out 62.5 percent respondents purchase General goods through online, 26.3 percent buy electrical and electronics, 11.3 percent Sports product, 35 percent personal product and 3.8 percent medical product.

Figure 3: In a year how often, people purchase

Source: Primary data

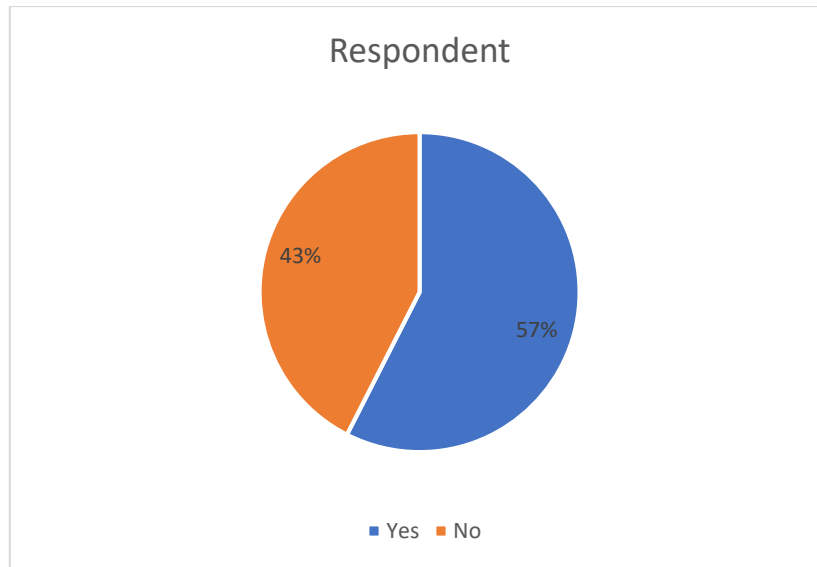
The figure shows, 55 percent respondents purchase online 1-4 times, 18.8 percent respondents purchase online 5-9 times, 13.7 percent respondents purchase online 9-12 times and remaining more than 12 times.

Figure 4: Is there a reduction of retail outlet shopping due to electronic shopping

Source: Primary data

The above figure shows 51 percent respondents purchase from retail outlet and remaining 49 percent respondents purchase online.

Figure 5: Before final purchase through online do people prefer to visit a retail store

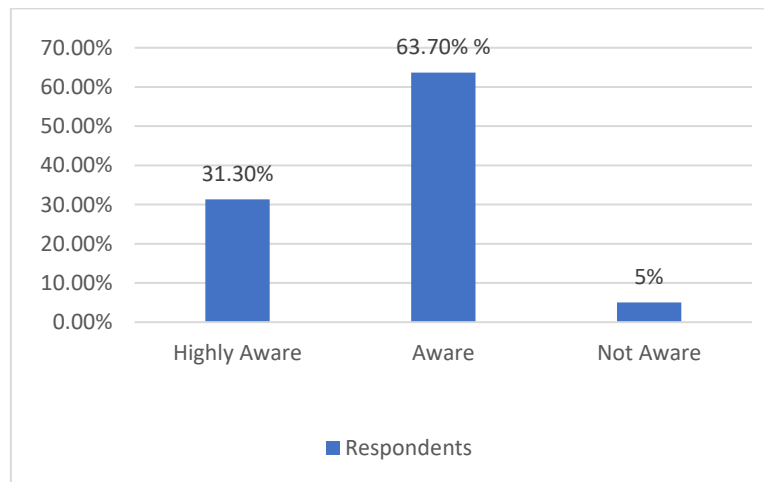


Source: Primary data

The above figure shows 57 percent respondents make final purchase after visiting retail outlet and 43 percent respondents make direct electronic purchase.

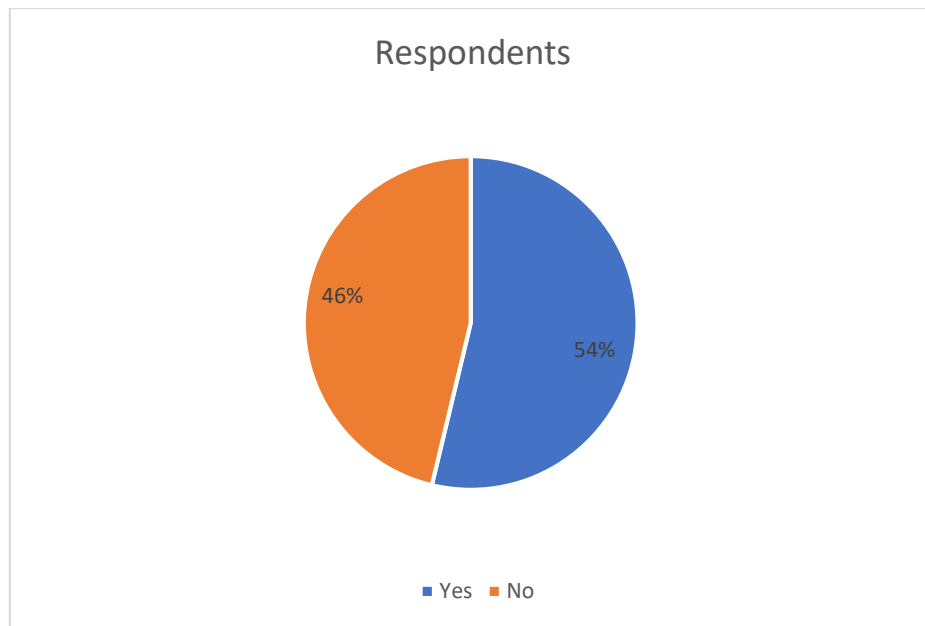
Awareness about the rules of electronic purchasing

Figure 6: Awareness about the terms & Conditions of electronic purchasing

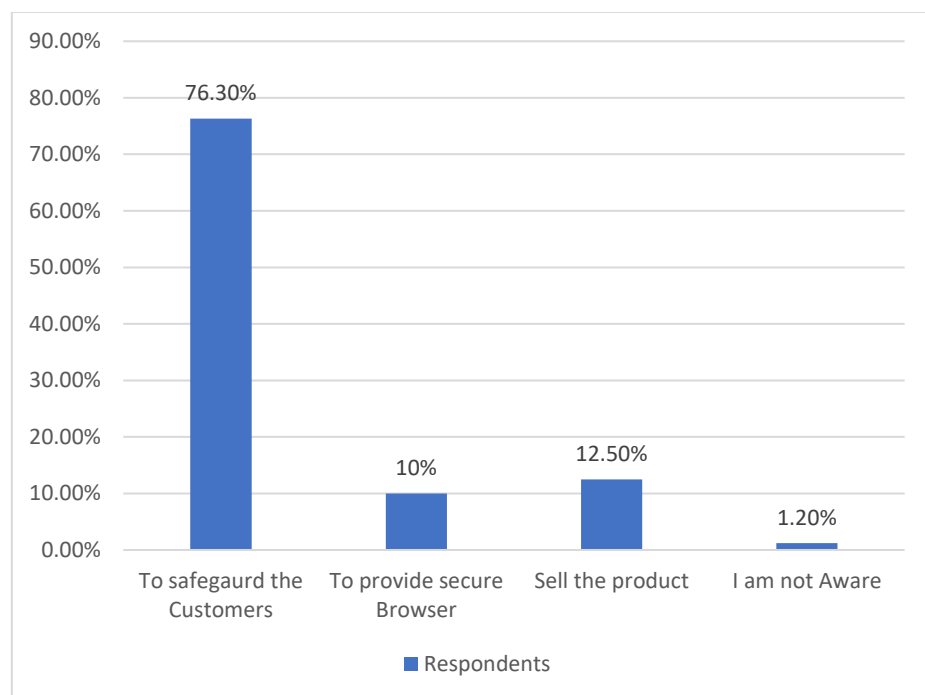


Source: Primary data

The above figure shows 63.7 percent respondents are aware about the terms and conditions of electronic purchasing and 5 percent are unaware about the terms and conditions of electronic purchasing.

Figure 7: Awareness about the Federal Trade Commission**Source: Primary data**

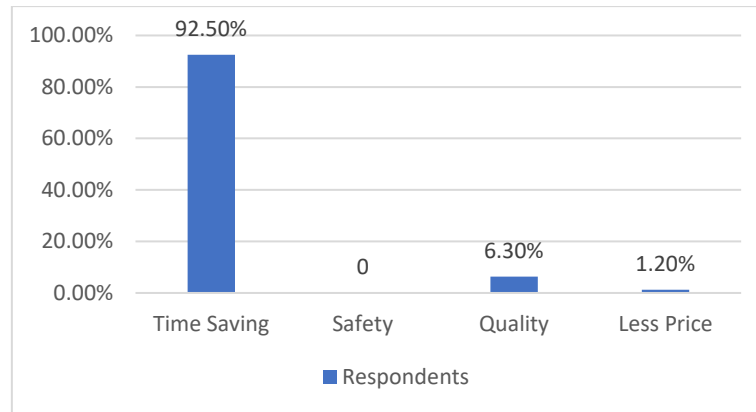
The above figure, 54 percent of the respondents are aware of federal trade commission and remaining are not aware of federal trade commission.

Figure 8: Duties of Federal trade commission**Source: Primary data**

The above figure shows 76.3 percent respondents says duties of federal trade commission is to safeguard the customers, 12.5 percent respondents say duties of federal trade commission is to sell the product, 10 percent respondents say duties of federal trade commission is to provide secure browser and 1.2 percent respondents says they are not aware of the duties of federal trade commission.

Benefits and Services of Electronic Purchasing

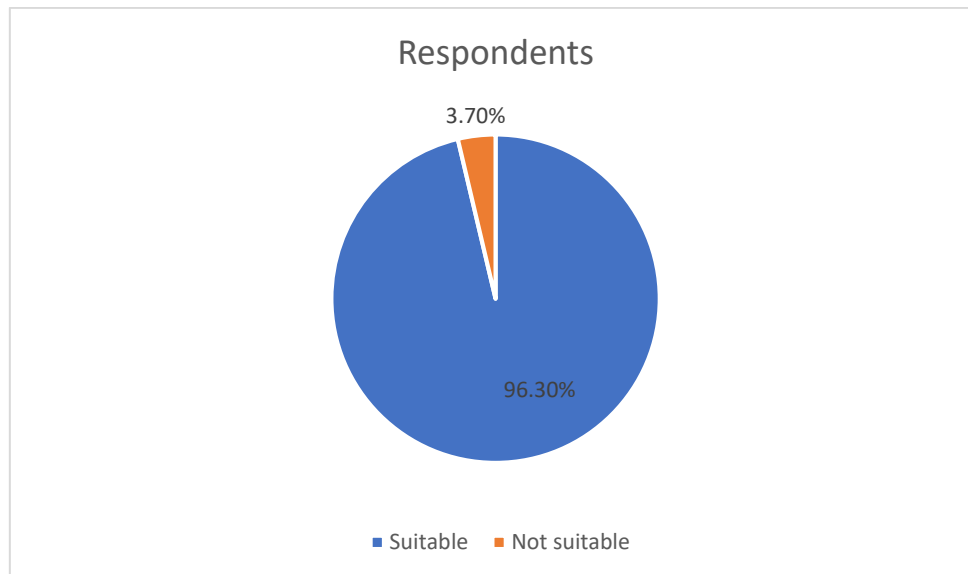
Figure 9: Benefits



Source: Primary data

In the above figure, 92.5 percent respondents say online purchase is time saving, 6.3 percent says they purchase online because quality of product is good and few say because it offers less price.

Figure 10: Suitability



Source: Primary data

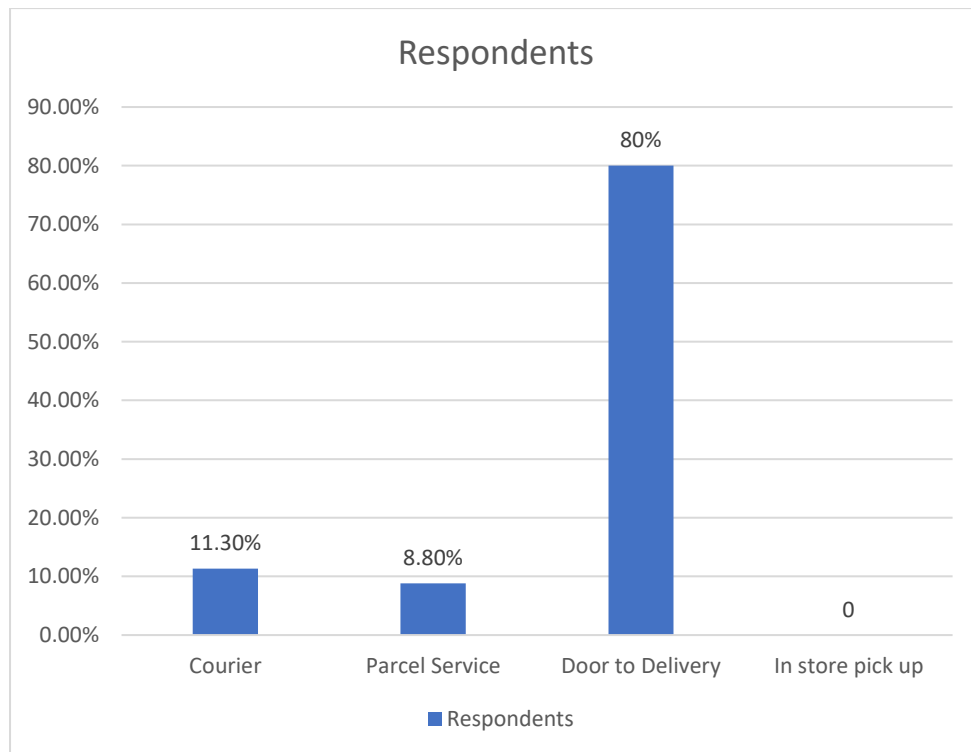
The above figure shows 96.3 percent respondents says electronic purchase is suitable for them and remaining 3.7 percent not suitable.

Table no 5: Mode of payment

Particulars	No of Respondents	Percentage
Cash on Delivery	51	63.7
Debit Cards	5	6.3
Credit Cards	2	2.5
UPI	22	27.5
Total	80	100

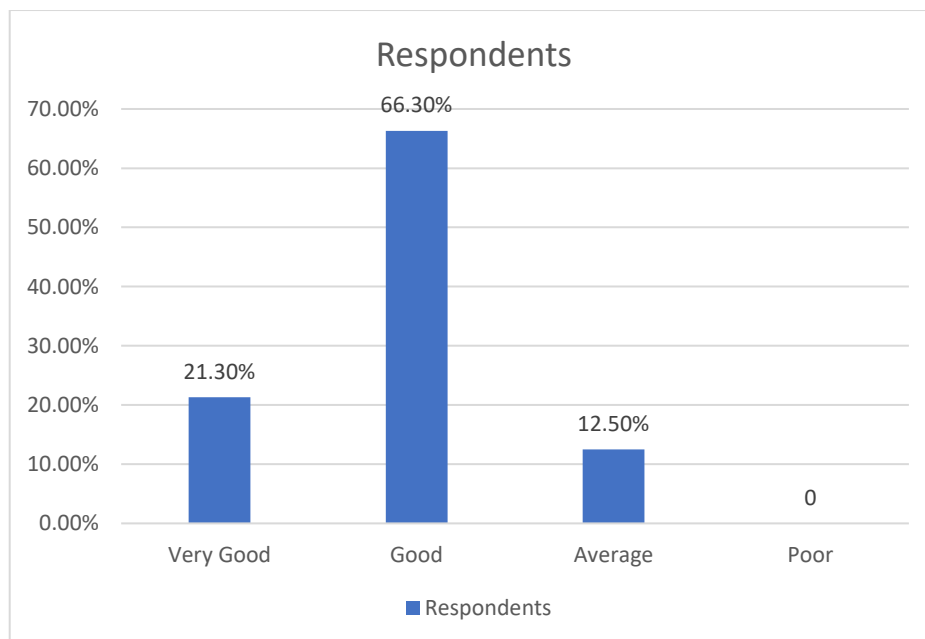
Source: Primary data

In the above table can make out 63.7 percent respondents prefer payment through cash on delivery, 27.5 percent prefer UPI payment, 6.3 percent prefer Debit card payment and 2.5 prefer credit card payment.

Figure 11: Product delivery

Source: Primary data

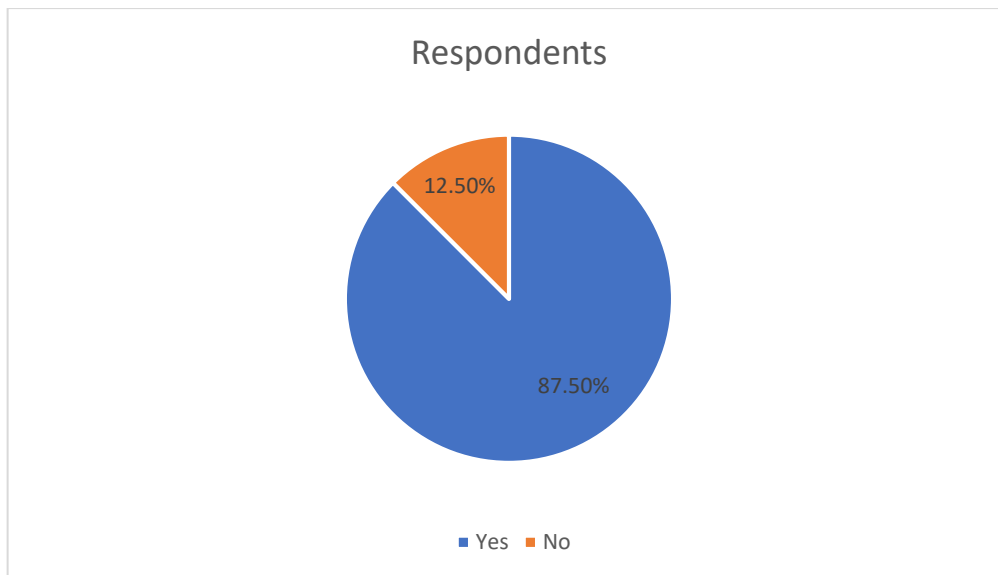
The above figure shows 80 percent respondent wants goods to be delivered to home, and remaining prefer Courier service and parcel service.

Figure 12: Quality assurance

Source: Primary data

The above figure shows 63.3 percent respondents says electronic shopping quality is good, 21.3 percent say quality is very good and remaining is Average.

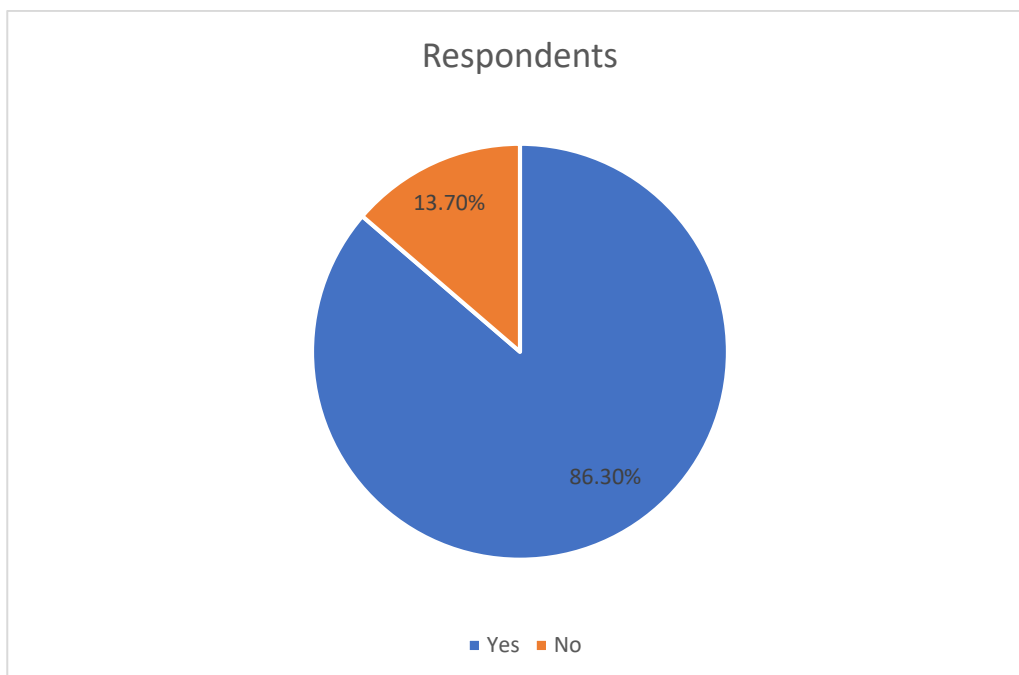
Figure 13: Return of products



Source: Primary data

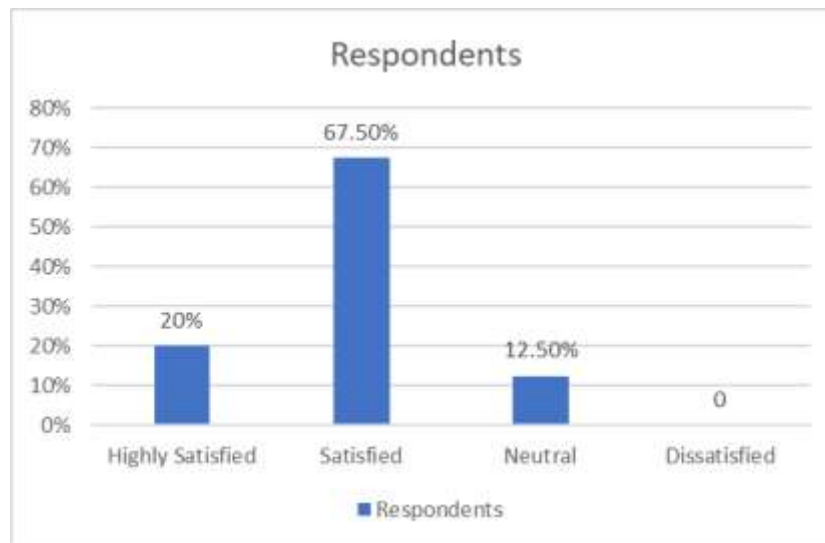
In the above figure, 87.5 online electronic website has return of products policy and remaining 12.5 says no return of product policy.

Figure 14: Recommend others to electronic purchase



Source: Primary data

The above figure shows 86.3 percent respondents recommend electronic purchase to others and remaining 13.7 percent don't recommend online purchase to others

Figure 15: Overall satisfaction level

Source: Primary data

The above figure shows 67.5 respondents are satisfied with overall electronic purchase, 20 percent are highly satisfied and remaining are neutral.

SUGGESTIONS

- The source of awareness of electronic shopping is less than an offline advertisement.
- The number of respondents was not spending more than 20,000 for electronic shopping.
- The monthly income would be based on the quality of the product will avail of electronic

shopping.

- The payment of respondents in credit card is less in electronic shopping. The international debit cards and international credit card are used less in electronic shopping.
- Some of the respondents are highly dissatisfied with experience in electronic shopping. (Looking at reviews)
- Most of the respondent are worried about giving out their credit card number with whom they may not be familiar.
- Few respondents are the purpose of visiting electronic shopping website for inquiry purpose only.

5. CONCLUSION

Electronic shopping has become common in today's life. The study indicates that many of the customer have experience of electronic shopping. The customer's perception of electronic shopping varies from person to another person. Many of the consumers prefer to buy some selected products online because they will get heavy discounts in comparison to store purchases. Also, the consumers feel that there are good websites which can be trusted for purchases. The consumers perceive that shopping electronic gives them larger options to choose from. Shopping online is very convenient as one has to just open a laptop or PC or Smart phone to shop rather than getting ready and pass through rush hour traffics. Shopping online saves time and money along with lesser effort is required in comparison to store purchases. Consumers feel that carrying cash or credit cards all the way to the store is meaningless if one can purchase the same product from their home. The educated consumers are aware of the buying procedures online which they feel are pretty simple.

The only worry of consumers is regarding the trustworthiness of some websites since they have to give their credit card or debit card details to shop online. Many of the consumers are aware of the various online scams due to which they are very concerned and reluctant while providing their credit card information online. Also, the online purchases take a longer time in shipments and deliveries. The psychology of an Indian consumer is still the same as of checking the product physically before purchasing it, which creates a mental hurdle for electronic shopping

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