

A Study on Customers' Awareness towards Online Shopping

Parveen Kumar Garg¹, Dr. Sunita Sukhija²

¹ Research Scholar, University College of Commerce & Management, Guru Kashi University, Talwandi Sabo (India)

² Associate Professor, University College of Commerce & Management, Guru Kashi University, Talwandi Sabo (India)

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. In the coming field of online business, On-line shopping will become the future of shopping world. There are so many companies who are doing online business of different product & services. It gives the better option to online customers to easily identify the products and their prices on the website in the global market. So development in the global market, all necessities and desires able products are available on the online market. The paper aims to study about the consumer awareness towards online shopping. The present research study has used non-probability convenience sampling research methods include Chi-Square to study the impact of awareness of consumers on on-line shopping, respondent's behaviour, awareness about the rules and regulations of online shopping and benefits and services of online shopping. Simple percentage analyses have been used in the analysis. The analysis of this study is that on-line shopping in India is significantly influenced by various demographic factors like age, gender, marital status, family size and income.

Keywords: Online shopping, Customer Awareness, Demographic factor, Age, Gender, Occupation, Income

I. INTRODUCTION

In this era of fast moving lifestyle, customers are busier than what they were few years back. So that is the reason, customers are also buying products as well as services through online shopping. Now E-Global market is taking place of Marketplace Everything is buying and selling on the internet. Daily there are so many buyers and sellers are registered on the global internet market to sell and buy the different- 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 snapdeal, flipkart, shopclues etc.

Now days, everybody is connected with global market through internet, so that behaviour of consumer is continuously change according to demands. Internet vendors are also knows that how to give importance to customers. Once there was a time when people had so much of time to visit the store and purchase the products the stores but now changing business scenario the customer prefer the electronic purchase of goods or services as it saves time.

REVIEW OF LITERATURE

Day & Landon, (1977) explained 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 said that internet marketing having so much of alternative available to customers where the can screen the items & services and avail them.

George 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), in their study stated that majority of the internet users were having Positive behaviours towards online shopping. There exists a need for developing awareness about consumers' rights and cyber laws.

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

Miyazaki and Finandez (2001) made an attempt to explore the relationship among the internet experience levels, risk perception and online purchasing rates. They analyzed that higher level of internet experience could lead to lower risk perception regarding online shopping, fewer concern regarding system security or fraud and more concern regarding privacy, consumer participation on another remote purchase methods related to lower risk perception regarding online shopping. It was concluded that higher internet experience and the use of other remote purchasing methods were related to lower levels of perceived risk towards online shopping which could result in higher online purchase rates.

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 online 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 online shopping more and also found that the respondents having different age groups demonstrate different attitudes towards online shopping. Finally, he said that convenience and technological advancement plays a major role in online shopping.

Delafrooz, Narges et al. (2010) analyzed that consumers' attitude towards online shopping are affected by four main factors. Those factors are utilitarian orientation, convenience, price and wider selection. He discussed that there were three more things which were personalities of consumers, online shopping perceived benefits and promotions of shopping sites.

Saprikis, Vaggelis et al. (2010) analyzed the perceptions of Greek university Student's on online shopping in terms of demographic profile, expectations of online stores, advantages and problems related to online purchases. He found that there were lot of differences regarding online purchases between various customers depend upon their behaviours. The results showed significant differences between the two groups of customers, who were involved in the online shopping and who were not interested in online shopping. Interested customers were having higher expectations from e-marketers on issues related to privacy policy and risk. The differences found were related to perceptions on benefits and problems of online shopping.

Syed et al. (2008) analyzed that there were four key factors which affected the young consumers' perceptions towards online shopping that those factors were website design, website reliability, customer service and privacy. The very important factor that was affect customers behaviour towards online shopping was trust, reliability which is everything for the buyers.

Asakawa and Okano (2007) analyzed the factors influencing consumers' perception of online shopping and explained that were convenience, anxiety regarding security and poor navigation. He found that convenience had a positive influence on online shopping whereas anxiety regarding security and poor navigation had a negative influence.

Shergill and Chen.(2005), discussed the relationship between the factors affecting the buyers' behaviour towards online shopping and the type of online buyers that were website design, website reliability, website customer service and website security or privacy.

Adams et al. (2004) discussed the underlying factors related to personal online shopping in the workplace. The reasons for online shopping at work that were boredom, connection speed, convenience, work life balance, efficiency etc. In their study they found that Americans were more found of shopping online at workplace than Canadians. So the main reason that they realized was faster connection.

Changchit (2006), examined the perception of customers towards online shopping and the various factors which were perceived differently by the groups of consumers. Those factors were past experience with online shopping, perceived risk with online shopping, perceived benefits of online shopping, perceived uncertainty of online shopping and perceived ease of online shopping.

Objective of the Study

1. To know the awareness level of the customers towards online shopping.

Hypothesis of the Study

H₀₁: There is no significant difference between the awareness level of the customers towards online shopping.

Research Design

| Sr.No | Description | Contents |
|-------|--------------------|---|
| 1 | Problem Statement | A Study On Customers' Awareness towards Online Shopping |
| 2 | Group of Problems | Objective of the Study |
| 3 | Area of Population | Punjab (Bathinda, Patiala, Ludhiana, Jalandhar, Amritsar) |
| 4 | Sampling Technique | Convenience Sampling |
| 5 | Data Collection | Primary Data |
| 6 | Research Variables | 9 Variables |
| 7 | Sample Size | 500 respondents |
| 8 | Respondents | Business persons, Service persons, Students. |

II. DATA ANALYSIS

Apart from that demographic information, respondents were asked to rate their opinion according to five point Likert rating scale, with rating five being "Strongly Agree" and one being "Strongly Disagree".

Analysis of data has been using various descriptive and inferential statistical tools like Frequency distribution, Percentage, Arithmetic Mean, Standard Deviation Reliability Analysis (Cronbach's Alpha). For hypothesis testing and analyzing significant difference Analysis of Variance test using General Linear Model (Multivariate Analysis) applied employing SPSS 22

III. DATA ANALYSIS AND INTERPRETATION

Demographic Analysis

In this section, demographic analysis was performed for the variables Age, Gender, Marital Status, Monthly Income, Occupation category & Education category among all 500 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 500 respondents, 93% of respondents belongs to age group (20-40), only 3.6% belongs to age group (40-60) & only 3.4% belongs to age group (> 20). Male (80.6 %) were more than the female (19.4%) but among all majority i.e. 16 % of the respondents were married and compare it to 84% were found to be single.

Table1: Summary of Demographic Profile

| | | Frequency | Percentage % |
|-------------------------------|-------------|-----------|--------------|
| Age | < 20 | 17 | 3.4 |
| | ≥20<40 | 465 | 93 |
| | ≥40 | 18 | 3.6 |
| Gender | Male | 403 | 80.6 |
| | Female | 97 | 19.4 |
| Marital Status | Single | 420 | 84 |
| | Married | 80 | 16 |
| Average Monthly Income | No Income | 28 | 5.6 |
| | 15000-25000 | 78 | 15.6 |
| | 25001-35000 | 338 | 67.6 |
| | 35001-45000 | 48 | 9.6 |

| | | | |
|------------------------|----------------------------|-----|------|
| Occupation | 45001 and above | 8 | 1.6 |
| | Business/Self Employed | 33 | 6.6 |
| | Service/Executive | 429 | 85.8 |
| | Student | 29 | 5.8 |
| | any other, specify | 9 | 1.8 |
| Education Level | High school degree or Less | 8 | 1.6 |
| | Bachelor degree | 75 | 15 |
| | Master degree | 408 | 81.6 |
| | Ph.D degree | 9 | 1.8 |

In average monthly income 67.6 % described themselves from (25000-35000), 15.6% (15000-25000), 9.6% (35000-45000), 5.6 % (No income), 1.6% (45000 and above).

In occupation category, 1.8% of the respondent classified themselves to others category as compare to 85.8% (Service/Executive) category & 6.6% (Business Class) & 5.8% (Student).

In education category, 1.6 % of the total respondents were up to the school level of their education compare to 1.8 % (doctorate), 15 % (Graduates), 81.6 % (Post graduates).

The following were the pictorial distribution of the demographic variables Age, Gender, Marital Status, Monthly Income, Occupation category & Education category. The information provided by the above table was supplemented in below charts for each variables category.

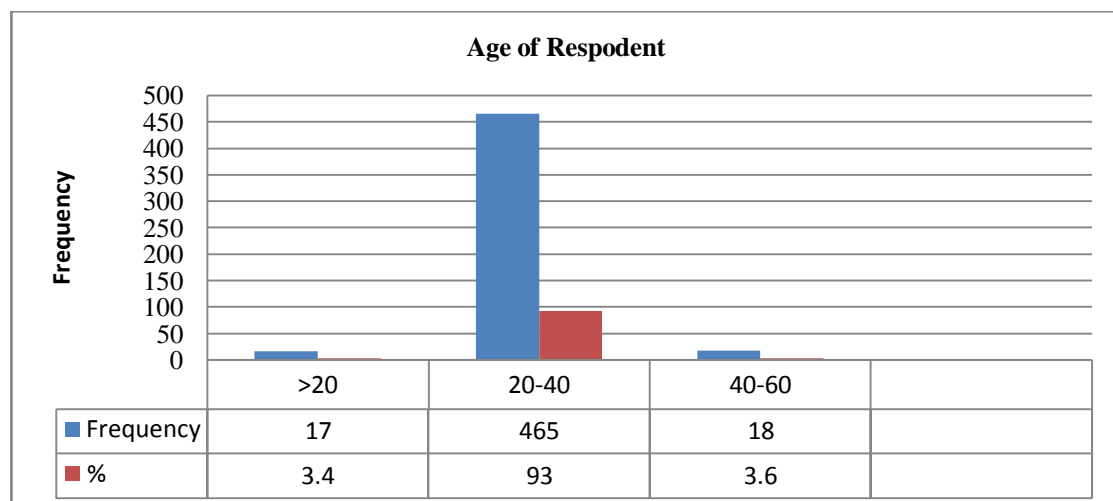


Figure 1: Age of Respondent

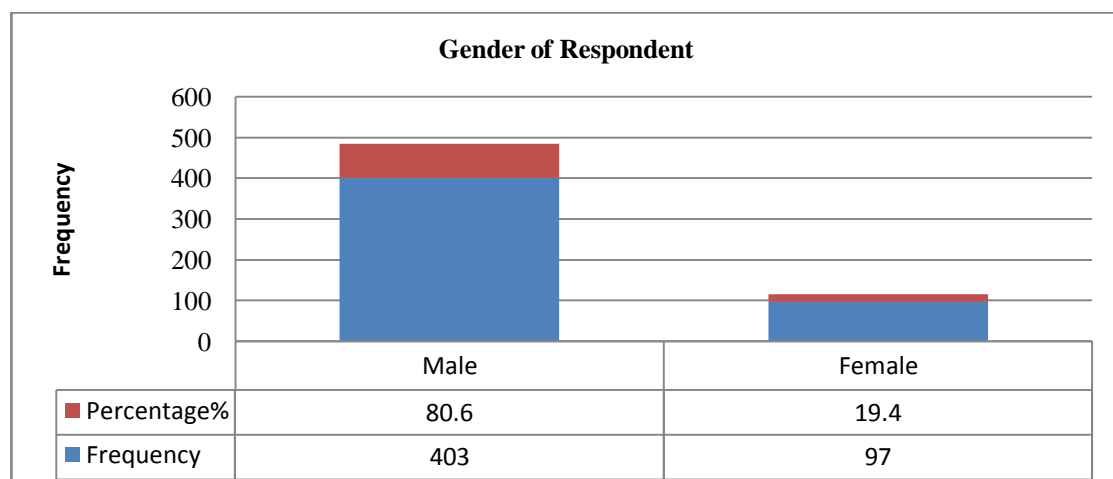


Figure 2: Gender of Respondent

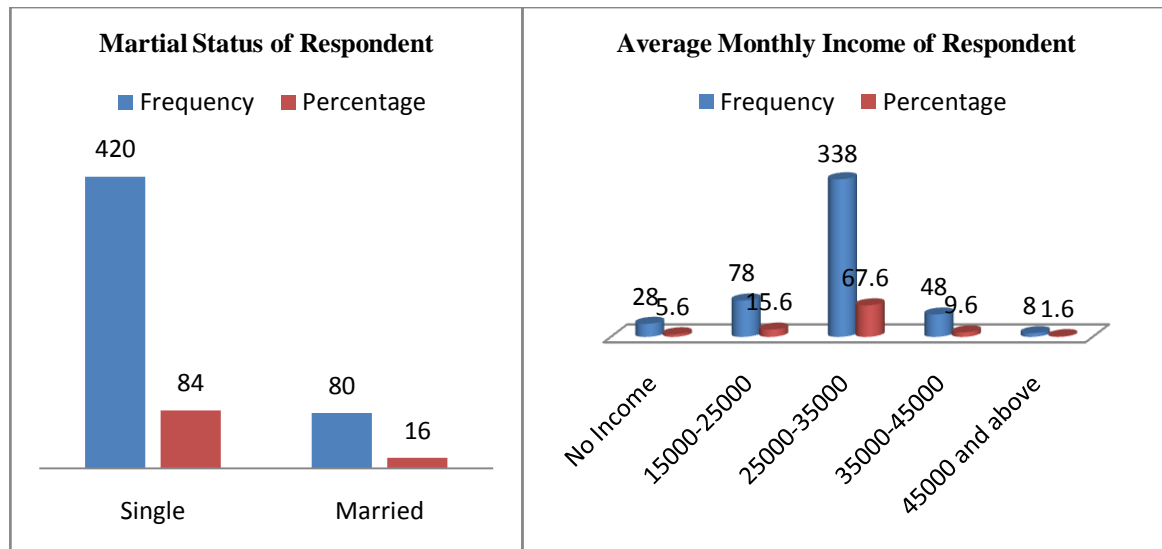


Figure 3: Marital Status of Respondent

Figure 4: Income of Respondent

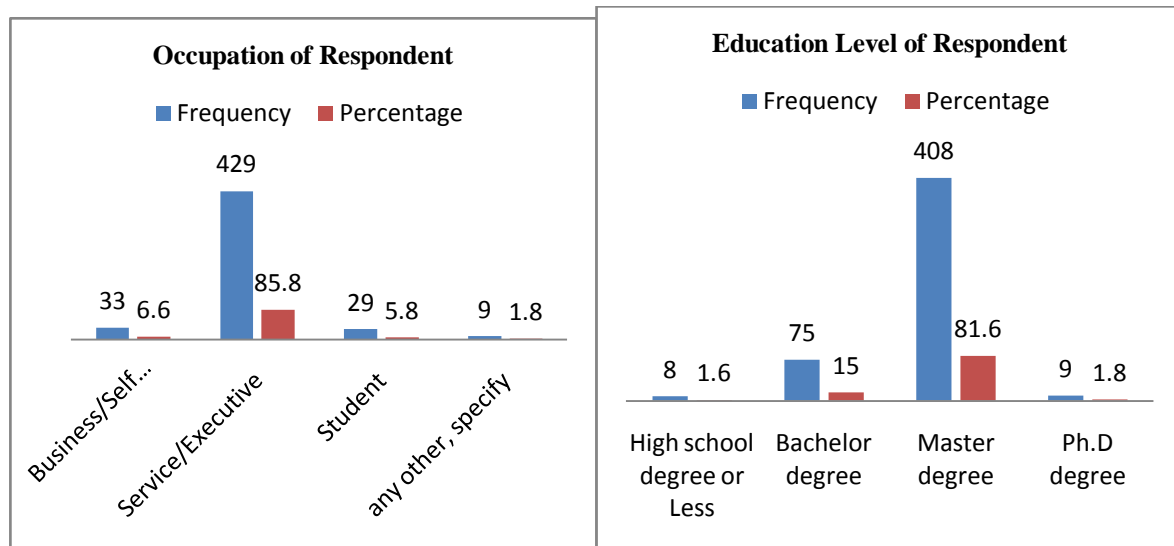


Figure 5: Occupation of Respondent

Figure 6: Education of Respondent

Reliability Analysis

To assess internal consistency of the items for each of the theoretical concepts, a Cronbach's Alpha was computed for each factor assessing that the items were measuring the same concept. While desired α levels were 0.70 (Stevens, 2002; Vogt, 1998).

This study has overall construct Cronbach's alpha (α) = 0.707 where is considered as acceptability and reliability.

IV. FINDINGS OF THE STUDY

1. Check prices when shopping even for small items.

This study has evaluated that 73 per cent of the respondents (age-wise, gender-wise, income wise) are in the agreement w.r.t research statement "check prices when shopping even for small items" because it is found that checking prices for small items to feel more confident in their buying decisions and free shipping offers are a fixture of the online marketplace. But some of the respondents are not in agreement w.r.t research statement "check prices when shopping even for small items" because it is found that one of the biggest reason in some checkout processes is being forced to register on the websites. (Mean= 3.96, SD= 0.515). Statistically, the results of independent samples levene's test show that there is no significant difference among the respondents of different genders ($p = 0.851$) towards the statement that check prices when shopping even for small items at 0.05 level of significance by accepting the hypotheses (H_{01}). Based on the different age group ($p = 0.012$), different monthly income ($p = 0.001$) differ significantly and rejected the hypotheses (H_{01}) that check prices when shopping even for small items.

2. More likely to shop on the Internet if the Web site was easy to use.

This study has evaluated that 50 per cent of the respondents (age-wise, gender-wise, income wise) are in the agreement w.r.t research statement “more likely to shop on the Internet if the Web site was easy to use” because it is found that much easier for customers to search for exactly what they want at the click of button. But some of the respondents are not in agreement w.r.t research statement “more likely to shop on the Internet if the Web site was easy to use” because it is found that load times matter when it comes to websites performance, even a one-second delay decrease customer satisfaction. (Mean= 3.58, SD= 1.048). Statistically, the results of independent samples levene's test show that there is no significant difference among the respondents of different age group ($p = 0.772$), different genders ($p= 0.652$) towards the statement that more likely to shop on the Internet if the web site was easy to use at 0.05 level of significance by accepting the hypotheses (H_{01}). Based on the different monthly income ($p= 0.020$) differ significantly and rejected the hypotheses (H_{01}) that more likely to shop on the Internet if the web site was easy to use.

3. Respondent like to shop on the Internet where it is easy to compare many products and screen them in order to choose the one I like.

This study has evaluated that 19 per cent of the respondents (age-wise, gender-wise, income wise) are in the agreement w.r.t research statement “like to shop on the Internet where it is easy to compare many products and screen them in order to choose the one I like” because it is found that they can review and compare dozens of stores and products at once. They compare price, quality and customer service and they can do it all online. But some of the respondents are not in agreement w.r.t research statement “like to shop on the Internet where it is easy to compare many products and screen them in order to choose the one I like” because it is found that customers are interested to buy products by bargain with the shopkeepers and get the one which they want. (Mean= 3.05, SD= 1.089). Statistically, the results of independent samples levene's test show that there is no significant difference among the respondents of different age group ($p = 0.095$), different genders ($p= 0.864$) towards the statement that like to shop on the Internet where it is easy to compare many products and screen them in order to choose the one I like at 0.05 level of significance by accepting the hypotheses (H_{01}). Based on the different monthly income ($p= 0.000$) differ significantly and rejected the hypotheses (H_{01}) that like to shop on the Internet where it is easy to compare many products and screen them in order to choose the one I like.

4. When shopping on the Internet pictures and colours are clear and representative of the products.

This study has evaluated that 25 per cent of the respondents (age-wise, gender-wise, income wise) are in the agreement w.r.t research statement “When shopping on the Internet pictures and colours are clear and representative of the products” because it is found that different colours or variations of product, customers really appreciate it when they can see exactly what that product will look like in a specific colour. But some of the respondents are not in agreement w.r.t research statement “When shopping on the Internet pictures and colours are clear and representative of the products” because it is found that quality of colours of products on shopping website is based on photo editing skills which attract the customer to buy product online. (Mean= 3.01, SD= 0.983). Statistically, the results of independent samples levene's test show that there is no significant difference among the respondents of different age group ($p = 0.148$), different genders ($p= 0.610$) towards the statement that when shopping on the Internet, pictures and colors are clear and representative of the products at 0.05 level of significance by accepting the hypotheses (H_{01}). Based on the different monthly income ($p= 0.001$) differ significantly and rejected the hypotheses (H_{01}) that when shopping on the Internet pictures and colours are clear and representative of the products.

5. Internet shopping provides more variety of products.

This study has evaluated that 42 per cent of the respondents (age-wise, gender-wise, income wise) are in the agreement w.r.t research statement “Internet shopping provides more variety of products” because it is found that several brands and products from different sellers at one place. If you find that the product you need is out of stock online, you can take your business to another online store where the product is available. (Mean= 3.21, SD= 1.151). Statistically, the results of independent samples levene's test show that there is no significant difference among the respondents of different age group ($p = 0.942$), different genders ($p= 0.463$), different monthly income ($p= 0.087$) towards the statement that internet shopping provides more variety of products at 0.05 level of significance by accepting the hypotheses (H_{01}).

6. The primary computer use by respondent for Internet shopping is too slow.

This study has evaluated that 22 per cent of the respondents (age-wise, gender-wise, income wise) are in the agreement w.r.t research statement “The primary computer use by Respondent for Internet shopping is too slow” because it is found that it is based on speed of internet connection (Mean= 3.38, SD= 0.667). Statistically, the results of independent samples levene's test show that there is a significant difference among the respondents of different age group ($p = 0.000$), different genders ($p= 0.038$), different monthly income ($p= 0.000$) towards the statement that the primary

computer use by respondent for Internet shopping is too slow at 0.05 level of significance by rejecting the hypotheses (H_{01}).

7. Online shopping service provider apprise you of the new scheme, it starts through communication.

This study has evaluated that 40 per cent of the respondents (age-wise, gender-wise, income wise) are in the agreement w.r.t research statement “Online shopping service provider apprise you of the new scheme, it starts through communication” this is because of awareness, dual spousal income and increasing role of females in the society. In Indian culture, youngsters whether male or female do prefer more online shopping than others. (Mean= 3.77, SD= 0.764). Statistically, the results of independent samples levene's test show that there is no significant difference among the respondents of different age group ($p = 0.391$), different genders ($p= 0.196$), different monthly income ($p= 0.328$) towards the statement that online shopping service provider apprise you of the new scheme, it starts through communication at 0.05 level of significance by accepting the hypotheses (H_{01}).

REFERENCES

- [1]. Changchit, Chuleeporn (2006), Consumer Perceptions of Online Shopping, Issues in Information Systems, Volume VII, No. 2, 2006.
- [2]. Gurvinder S Shergill, Zhaobin Chen (2005), Web-based Shopping: Consumers' Attitudes towards Online Shopping in New Zealand, Journal of Electronic Commerce Research, Volume 6, NO.2, 2005.
- [3]. K.Poorna, “A study on E- Marketing of products and services: Customers Perspective”, Ph.D Thesis, April 2009.
- [4]. Masami Asakawa and Masao Okano (2007), A Causal Model to Evaluate the Influence of Consumer's Perceptions of Online Shopping on their Shopping Behavior, <http://www.bunkyo.ac.jp/faculty/lib/slib/kiyo/Inf/if40/if4002.pdf>
- [5]. Mohamed Khalifa and Vanessa Liu(2007), Online Consumer Retention: Contingent Effects of Online Shopping Habit and Online Shopping Experience, European Journal of Information Systems (2007) 16, 780–792.
- [6]. Nagra G, Gopal R. A Study Of Factors Affecting On Online Shopping Behaviour Of Consumers. International Journal Of Scientific And Research Publications 2013; 3(6).
- [7]. Narges Delafrooz, Laily Hj. Paim and Ali Khatibi (2010), Students' Online Shopping Behavior: An Empirical Study, Journal of American Science, 2010;6(1)
- [8]. Nazir S, Tayyab A, Sajid A, Rashid H, Javed I. How Online Shopping Is Affecting Consumers Buying Behavior In Pakistan? Ijcsi International Journal Of Computer Science 2012; 9(3).
- [9]. Peterson Ra, Bal Subramanian S, Bronnenberg Bj. Exploring The Implications Of The Internet For Consumer Marketing. Journal Of Academy Of Marketing Science 1997; 24(4): 329-346.
- [10]. Syed Shah Alam, Zaharah Bakar, Hishamuddin Bin Ismail, Mst. Nilufar Ahsan(2008), Young Consumers Online Shopping: An Empirical Study, Journal of Internet Business Issue 5 – 2008.
- [11]. Vaggelis Saprikis, Adamantia Chouliara and Maro Vlachopoulou (2010), Perceptions Towards Online Shopping: Analyzing the Greek University Students' Attitude, Communications of the IBIMA Vol. 2010 (2010), Article ID 854516.