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RURAL CONSUMERS' SATISFACTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO BELAGAVI

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ABSTRACT

Online shopping has gained significant importance in rural areas for several reasons. It has bridged the geographical gap, providing access to a wide range of products and services that may not be readily available in remote rural regions. The objective of this paper was to identify the factors that influence rural consumers for online shopping and also to analyse the satisfaction level of rural consumers towards online shopping in the rural areas of Belagavi. The data was collected from both primary and secondary sources. The simple random sampling technique was applied to collect data from the 50 respondents. Descriptive statistics and tabulation techniques were used to draw the conclusions. It is found that Online shopping companies and the government should take some steps to reach online shopping and e-commerce facilities in the rural area of Belagavi to improve the standard of living of the people as well as the GDP of the country.

A GENETIC ALGORITHM BASED IMAGE AUTHENTICATION TECHNIQUE FOR DIGITAL IMAGE USING PIXEL VALUE DIFFERENCING (GASTPVD)

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ABSTRACT

In this paper Genetic Algorithm based steganographic technique for digital image using pixel value differencing (GASTPVD) has been proposed. This is a spatial domain-based image authentication technique where correlation between the neighboring pixels determines the number of secret bits to be embedded. The difference between consecutive two pixels in the edge area is larger than the difference between the consecutive two pixels in smooth areas. So, more number of secret bits can be embedded in edge area than smooth area. In this proposed technique variable number of secret bits can be embedded based on the difference(d) between consecutive two pixels. The difference between consecutive two pixels has been categorized into four area as follows: very smooth, smooth, medium smooth and edge area. If $d \leq 31$, then difference fall into very smooth area. If $31 < d \leq 63$, then difference fall into smooth area. If $63 < d \leq 127$, then it falls into medium smooth area. If $d > 127$, then it falls into edge area. Three, four, five and six secret bits are embedded in the very smooth, smooth, medium smooth and edge area difference respectively. Genetic Algorithm has been applied to generate optimized stego image. The proposed technique has been compared with two existing pixel value differencing based steganographic techniques. It shows that the proposed technique performs better than existing approach.

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