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CONSUMERS AWARENESS WITH REGARD TO ONLINE SHOPPING: A COMPARATIVE STUDY OF MYSURU (MYSORE) AND RAICHUR DISTRICTS

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ABSTRACT

In the recent years online shopping i.e., E-commerce is playing a very crucial role in the economy. Many people are attracted towards online shopping due to the attributes like price, time saving etc., how far this form of buying has caught the attention of consumers is a relevant question having important business implications. The main purpose of the study is to know the awareness of consumers about online shopping and to make a comparison between 2 districts i.e., Mysuru (Mysore) and Raichur. The general perception in Mysuru (Mysore) district is a comparatively developed region in Karnataka whereas Raichur is relatively underdeveloped. How far this is true with regard to online shopping is an interesting issue that needs to be examined in this E-commerce perspective. In order to carry out the study, a suitable questionnaire will be prepared and administrated to select consumers in both the districts. The data so collected will be tabulated; analysed and suitable inferences are drawn.

KEYWORDS

e-commerce, online shopping, developed region, under developed region.

INTRODUCTION

In recent years, internet usage has grown rapidly. Internet is considered as networking media, which is used to connect a number of computers. In the current world, internet is used for many transactions like purchasing, selling, banking, business etc., in the same way E-commerce has also occupied the large portion in the area of marketing. E-commerce is one of the innovations by internet. Especially, in the area of E-commerce, on-line shopping has grown tremendously in the recent years.

On-line shopping is one of the forms of E-commerce in which the consumers are able to purchase the goods and services through internet via different types of shopping websites. This process of buying through internet is called Business to Consumer (B2C) on-line shopping. Now a day's people choose this on-line shopping because of their busy schedule and its accessibility is easy and convenient to use. Its attributes like time saving, price comparison etc., are the main reasons for choosing online shopping.

The topic chosen for my research study is consumers awareness towards online shopping and to compare such awareness between two Districts of Karnataka i.e., between developed and underdeveloped area. The two districts chosen for the study are Mysuru (Mysore) and Raichur. I have chosen this topic because I found that it is very interesting and new because very hardly any such comparative study has been carried in this area, especially Raichur. As a person from this backward area, I noticed that people are less aware of online shopping due to lack of technology like internet, Wi-Fi, shopping centres etc. It is my desire to examine the veracity of my assumption through a case study. Online shopping has widened its target of audience. In the backward area, the more youngsters and professionals are aware of online shopping. But now the trend is changing which will increase the awareness level in all the people of different occupations.

REVIEW OF LITERATURE

Sajid nazir wani and sheeba malik (2013) investigated the role of perceived risk and benefits influencing the consumers purchase decision process during online shopping in UK and India. The study revealed support for the significant relationship for both India and British consumers between perceived risk and benefits and attitude towards online shopping. Significant differences in perceived risk and benefits associated with internet shopping between India and British consumers were also observed. While Indian consumers perceived more risk than the British consumers the benefit of internet shopping perceived by Indians were found to be significantly less.

Dr. Pankaj Bijalwam, Anupam Sirswal (2013) investigated the growth of information technology in India, which has provided the multiple benefits to Indian consumers in which e-tailing is one of them. How e-tailing has satisfied the consumers in metro and non-metro towns. The study revealed that consumers living in small towns can have access to quality products at reasonable prices.

Cao shuyang and sun meng (2014) has made a comparative study between China and South Korea online shopping and the differences of online shopping's history, sales, gender distribution, payment term, collective buying between China and South Korea.

Mrs. S. Saranya (2014) has investigated on the present status of online shopping. The study revealed that measured variables like Payments can be made on Delivery (PMT), Defective or wrong products can be returned back or Exchanged in online shopping (DWR), Holiday Booking (HLB) and Internet Banking (INB) shows positive influence for measuring the consumers awareness to online shopping.

THEORETICAL BACKGROUND

E-COMMERCE

E-commerce which is also known as electronic commerce refers to on-line business to business transactions and online business to consumer transactions. It includes delivery of products and services digitally.

There are 3 forms in E-commerce:

- Business to consumers (B2C) E-commerce.
- Business to Business (B2B) E-commerce.
- Consumer to consumer (C2C) E-commerce.

MYSURU (MYSORE) DISTRICT (DEVELOPED AREA)

Mysuru (Mysore) district is a developed area and it gets its name from the city of Mysuru (Mysore) which is the headquarters of the district. There are many tourist places in Mysuru (Mysore) district which attracts visitors from faraway places. Mysuru (Mysore) has a huge labour force, migration of workers in the district was 25.67% in 1961, many industries have come up like agarbathi industries, beedi rolling industry, Mysore silk industry, and plywood industry etc., establishment of these industries shows the economic development in the district. According to the survey conducted in the district in May 1972 the study revealed that the main cause of backwardness in the district is due to lack of entrepreneurship and further proper steps were taken to improve the district.

RAICHUR DISTRICT (UNDERDEVELOPED AREA)

Raichur district is an underdeveloped area and now it is developing. Raichur is one of those districts which have been subject to scarcity conditions. Raichur is considered as agricultural district, majority of people livelihood is agriculture. There is less number of skilled labours and women of such group do not go out for work. The standard of living of people is also poor in the Raichur district. Many people are illiterates and low income shows slower rate of economic growth. Increasing establishment of schools and colleges increases the literacy rate and many industrial developments are providing employment opportunities and at the same time unemployment is also increasing.

OBJECTIVES

1. To compare the awareness in consumers about online shopping between 2 districts.
2. To know the frequency of shopping in consumers.
3. To examine the attributes which are attracting the consumers towards online shopping.

METHODOLOGY

The following methodologies are used in the study:

AREA OF STUDY

The study on consumers awareness towards online shopping has been limited to the consumers located in Mysuru (Mysore) and Raichur districts.

SAMPLING TECHNIQUE

- Random sampling.
- Questionnaire.
- Sample size: 179
- Analysis: After collecting the questionnaire the analysis is done using various quantitative techniques like pie charts, etc.

PROFILE OF THE RESPONDENTS

Gender of respondents: The gender of respondents is divided in to 2 categories i.e. Male & Female.

The table showing the gender wise distribution sample respondents of Mysuru (Mysore) and Raichur districts.

TABLE 1

| Particulars | Mysuru | | Raichur | |
|-------------|--------------------|------------------|--------------------|------------------|
| | No. of Respondents | % of Respondents | No. of Respondents | % of Respondents |
| Male | 43 | 49 | 24 | 26 |
| Female | 45 | 51 | 67 | 74 |
| Total | 88 | 100 | 91 | 100 |

The above table shows that:

- Out of 88 respondents in Mysuru district 49% of respondents are Male and 51% of Respondents are female.
- Out of 91 respondents in Raichur district 26% of respondents are male and 74% of respondents are female

INFERENCE

From the above table it can be inferred that majority of respondents are female in both the districts.

Age group (in years) of respondents: The Age of respondents is divided into following 4 categories:

- 20-30
- 31-40
- 41-50
- 50 and above

The table showing the Age wise distribution sample respondents of Mysuru and Raichur districts.

TABLE 2

| Particulars | Mysuru | | Raichur | |
|--------------|--------------------|------------------|--------------------|------------------|
| | No. of Respondents | % of Respondents | No. of Respondents | % of Respondents |
| 20-30 | 56 | 64 | 72 | 79 |
| 31-40 | 12 | 14 | 11 | 12 |
| 41-50 | 13 | 15 | 7 | 8 |
| 50 and above | 7 | 8 | 1 | 1 |
| Total | 88 | 100 | 91 | 100 |

The above table shows that:

- Out of 88 respondents in Mysuru district:
 - ✓ 64% of respondents come under the age group of 20-30.
 - ✓ 14% of respondents come under the age group of 31-40.
 - ✓ 15% of respondents come under the age group of 41-50.
 - ✓ 8% of respondents come under the age group of 50 and above.
- Out of 91 respondents in Raichur district:
 - ✓ 79% of respondents come under the age group of 20-30.
 - ✓ 12% of respondents come under the age group of 31-40.
 - ✓ 8% of respondents come under the age group of 41-50.
 - ✓ 1% of respondents come under the age group of 50 and above.

INFERENCE

From the above table it can be inferred that Majority of respondents comes under the age group of 20-30 and followed by others.

INCOME LEVEL OF RESPONDENTS: The Income level of respondents is divided into following 4 categories:

- Rs 3 lakhs & below
- Rs 3 lakhs-6 lakhs
- Rs 6 lakhs-10lakhs

- Rs 10lakh and above

The table showing the income wise distribution of sample respondents of Mysuru and Raichur districts.

TABLE 3

| Particulars | Mysuru | | Raichur | |
|---------------------|--------------------|------------------|--------------------|------------------|
| | No. of Respondents | % of Respondents | No. of Respondents | % of Respondents |
| Rs 3 lakh & below | 13 | 37 | 19 | 61 |
| Rs 3 lakh-6 lakh | 7 | 20 | 7 | 23 |
| Rs 6 lakh-10lakh | 10 | 29 | 2 | 6 |
| Rs 10lakh and above | 5 | 14 | 3 | 10 |
| Total | 35 | 100 | 31 | 100 |

The above table shows that:

- Out of 88 respondents in Mysuru district 35 respondents has income:
 - ✓ 37% of respondents have the income between Rs 3 lakh & below.
 - ✓ 20% of respondents have the income between Rs 3 lakh-6 lakh.
 - ✓ 29% of respondents have the income between Rs 6 lakh-10lakh.
 - ✓ 14% of respondents have the income between Rs 10lakh and above.
- Remaining 53 do not have income because they are students and housewives.
- Out of 91 respondents in Raichur district 31 respondents has income:
 - ✓ 61% of respondents have the income between Rs 3 lakh & below.
 - ✓ 23% of respondents have the income between Rs 3 lakh-6 lakhs.
 - ✓ 6% of respondents have the income between Rs 6 lakh-10lakhs.
 - ✓ 10% of respondents have the income between Rs 10lakh and above.
- Remaining 60 do not have income because they are students and housewife

INFERENCE

From the above table it can be inferred that Majority of respondents Have the income of Rs 3 lakh & below and followed by Rs 3 lakh-6 lakh.

EDUCATIONAL LEVEL OF RESPONDENTS: The educational level of respondents is divided in to 4 categories:

- Primary
- Secondary
- University and above
- No formal education

The table showing the Educational level of sample respondents of Mysuru and Raichur districts.

TABLE 4

| Particulars | Mysuru | | Raichur | |
|----------------------|--------------------|------------------|--------------------|------------------|
| | No. of Respondents | % of Respondents | No. of Respondents | % of Respondents |
| Primary | 2 | 2 | 3 | 3 |
| Secondary | 11 | 13 | 8 | 9 |
| University and above | 75 | 85 | 79 | 87 |
| No formal education | 0 | 0 | 1 | 1 |
| Total | 88 | 100 | 91 | 100 |

The above table shows that:

- Out of 88 respondents in Mysuru district:
 - ✓ 2% of respondents have primary level education.
 - ✓ 11% of respondents have secondary level education.
 - ✓ 75% of respondents have university level education.
- Out of 91 respondents in Raichur district:
 - ✓ 3% of respondents have primary level education.
 - ✓ 9% of respondents have secondary level education.
 - ✓ 87% of respondents have university level education.
 - ✓ 1% of respondents has no formal education

INFERENCE

From the above table it can be inferred that Majority of respondents have university level education. And less number of respondents has primary and secondary level of education.

OCCUPATION OF RESPONDENTS: The Occupation of respondents is divided into following 6 categories:

- Agriculture
- Business
- Professional
- Student
- Housewife
- Others

The table showing the Occupation of sample respondents of Mysuru and Raichur districts.

TABLE 5

| Particulars | Mysuru | | Raichur | |
|--------------|--------------------|------------------|--------------------|------------------|
| | No. of Respondents | % of Respondents | No. of Respondents | % of Respondents |
| Agriculture | 2 | 2 | 5 | 6 |
| Business | 14 | 16 | 4 | 4 |
| Professional | 17 | 19 | 20 | 22 |
| Student | 47 | 54 | 55 | 60 |
| Housewife | 6 | 7 | 5 | 6 |
| Others | 2 | 2 | 2 | 2 |
| Total | 88 | 100 | 91 | 100 |

The above table shows that:

- Out of 88 respondents in Mysuru district:
 - ✓ 2% of respondents Occupation are Agriculture.
 - ✓ 16% of respondents Occupation are Business.
 - ✓ 19% of respondents Occupation are Professional.
 - ✓ 54% of respondents Occupation are Student.
 - ✓ 7% of respondents Occupation are Housewife.
 - ✓ 2% of respondents are employees.
- Out of 91 respondents in Raichur district:
 - ✓ 6% of respondents Occupation are Agriculture.
 - ✓ 4% of respondents Occupation are Business.
 - ✓ 22% of respondents Occupation are Professional.
 - ✓ 60% of respondents Occupation are Student.
 - ✓ 6% of respondents Occupation are Housewife.
 - ✓ 2% of respondents are employees.

INFERENCE

From the above table it can be inferred that Majority of respondents Occupation are students and then followed by professionals in both the districts.

ANALYSIS AND INTERPRETATION

RESPONDENTS FREQUENCY OF PURCHASING ONLINE

TABLE NO. 6

| Particulars | Mysuru | | Raichur | |
|------------------------|--------------------|------------------|--------------------|------------------|
| | No. of Respondents | % of Respondents | No. of Respondents | % of Respondents |
| Frequently | 23 | 26 | 9 | 10 |
| Between 1 and 6 months | 40 | 45 | 16 | 17 |
| Once in a year | 20 | 23 | 17 | 19 |
| Never bought online | 5 | 6 | 49 | 54 |
| Total | 88 | 100 | 91 | 100 |

The above table shows that:

- Out of 88 respondents in Mysuru district:
 - ✓ 26% of respondents frequency of purchasing online is frequently.
 - ✓ 45% of respondents frequency of purchasing online is Between 1 and 6 months.
 - ✓ 23% of respondents frequency of purchasing online is Once in a year.
 - ✓ 6% of respondents have never bought online.
- Out of 91 respondents in Raichur district:
 - ✓ 10% of respondents frequency of purchasing online is frequently.
 - ✓ 17% of respondents frequency of purchasing online is Between 1 and 6 months.
 - ✓ 19% of respondents frequency of purchasing online is Once in a year.
 - ✓ 54% of respondents have never bought online.

INFERENCE

From the above table it can be inferred that

- In Mysuru district except 6% of respondents remaining 94% of respondents Shop online and majority of the Respondents frequency of shopping is Between 1 and 6 months.
- In Raichur district 54% of Respondents has never bought online and only 46% of respondents shop online. Majority of respondents frequency of shopping is Once in a year and then followed by Between 1 and 6 months.

KIND OF PRODUCTS THAT RESPONDENTS PREFER TO BUY ONLINE

TABLE NO.7

| Particulars | Mysuru | | Raichur | |
|------------------|--------------------|------------------|--------------------|------------------|
| | No. of Respondents | % of Respondents | No. of Respondents | % of Respondents |
| Books | 8 | 10 | 9 | 21 |
| Electronic goods | 35 | 42 | 15 | 36 |
| Clothes | 35 | 42 | 14 | 33 |
| Others | 5 | 6 | 4 | 10 |
| Total | 83 | 100 | 42 | 100 |

The above table shows that:

- Out of 88 respondents in Mysuru district 83 of them shop online in that:
 - ✓ 10% of respondents prefer to buy books online.
 - ✓ 42% of respondents prefer to buy Electronic goods in online.
 - ✓ 42% of respondents prefer to buy Clothes online.
 - ✓ 6% of respondents prefer to buy others like jewellery, kids ware etc.,
- Out of 91 respondents in Raichur district 42 respondents prefer online shopping:
 - ✓ 21% of respondents prefer to buy books online
 - ✓ 36% of respondents prefer to buy Electronic goods in online.
 - ✓ 33% of respondents prefer to buy Clothes online.
 - ✓ 10% of respondents prefer to buy others like jewellery, kids ware etc.,

INFERENCE

From the above table it can be inferred that

- In Mysuru district Majority of respondents prefer to buy clothes and electronic goods in online.
- In Raichur district Majority of respondents prefer to buy clothes and electronic goods in online.

RESPONDENTS REASON FOR CHOOSING ONLINE SHOPPING

TABLE NO. 8

| Particulars | Mysuru | | Raichur | |
|---|--------------------|------------------|--------------------|------------------|
| | No. of Respondents | % of Respondents | No. of Respondents | % of Respondents |
| Convenience, accessibility, and time saving | 38 | 46 | 16 | 38 |
| Not available in the local stores | 10 | 12 | 7 | 17 |
| Price comparison available | 16 | 19 | 7 | 17 |
| Wide variety of brand choices | 19 | 23 | 12 | 28 |
| Total | 83 | 100 | 42 | 100 |

The above table shows that:

- Out of 88 respondents in Mysuru district 83 of them shop online in that:
 - ✓ 46% choose online shopping because it is Convenient, Easily accessible and time saving.
 - ✓ 12% choose online shopping because the preferred products are not available in the local stores.
 - ✓ 19% choose online shopping because of price comparison available.
 - ✓ 23% choose online shopping because they are able to choose from Wide variety of brands.
- Out of 91 respondents in Raichur district 42 respondents prefer online shopping:
 - ✓ 38% choose online shopping because it is Convenient, Easily accessible and time saving.
 - ✓ 17% choose online shopping because the preferred products are not available in the local stores.
 - ✓ 17% choose online shopping because of price comparison available.
 - ✓ 28% choose online shopping because they are able to choose from Wide variety of brands.

INFERENCE

From the above table it can be inferred that

- In Mysuru district Majority of respondents prefer to buy online because it is convenient, Easy to access, time saving and they can choose from wide variety of Brand choices.
- In Raichur district Majority of respondents prefer to buy online because it is convenient, Easy to access, time saving and they can choose from wide variety of Brand choices.

BARRIERS WHICH KEEP THE RESPONDENTS AWAY FROM ONLINE SHOPPING

TABLE NO.9

| Particulars | Mysuru | | Raichur | |
|-----------------------------------|--------------------|------------------|--------------------|------------------|
| | No. of Respondents | % of Respondents | No. of Respondents | % of Respondents |
| Not aware of online shopping | 2 | 40 | 29 | 59 |
| Low trust level of online stores | 2 | 40 | 10 | 20 |
| High shipping cost/ slow delivery | 0 | 0 | 2 | 5 |
| Safety of payment | 1 | 20 | 8 | 16 |
| Total | 5 | 100 | 49 | 100 |

The above table shows that:

- Out of 88 respondents in Mysuru district 5 of them has never bought online the main barriers which keep them away from online shopping are:
 - ✓ 40% of respondents are not aware of online shopping.
 - ✓ 40% of respondents have low trust on online shopping.
 - ✓ 20% of respondents feel that there is no safety for their payments.
- Out of 91 respondents in Raichur district 49 of them has never bought online the main barriers which keep them away from online shopping are:
 - ✓ 59% of respondents are not aware of online shopping.
 - ✓ 20% of respondents have low trust on online shopping.
 - ✓ 5% of respondents feel that the shipping costs are high.
 - ✓ 16% of respondents feel that there is no safety for their payments.

INFERENCE

From the above table it can be inferred that

- In Mysuru district majority of respondents are aware of online shopping and few are not aware of it.
- In Raichur districts majority of respondents are not aware of online shopping.

CONCLUSION

The study was accomplished to compare the awareness in consumers about online shopping in two areas i.e., between developed area and underdeveloped area. In my study it is observed that many people in the underdeveloped area i.e., Raichur have never bought online due to their unawareness towards online shopping and many people in developed area i.e., Mysuru shop online due to its advantages like time saving, convenience, accessibility etc., people prefer to shop online because they can choose from wide variety of brand choices and availability of price comparison.

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