

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,

Open J-Gate, India [link of the same is duly available at Infilbnet of University Grants Commission (U.G.C.)],

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4255 Cities in 176 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	FORECAST SALES OF SEMICONDUCTOR INDUSTRY IN TAIWAN <i>CHENG-WEN LEE &amp; TSAI-LUN CHO</i>	1
2.	SUSTAINABLE CONSTRUCTION SOLUTION FOR CHINA'S PUBLIC RENTAL HOUSING: INDUSTRIALIZED BUILDING ADOPTION <i>DR. XIAOBO CHEN</i>	6
3.	ROLE OF MEDIA: A STUDY ON IMPACT OF ATYPICAL MEDIA IN RURAL AREAS OF UTTAR PRADESH, INDIA <i>MOHD SHUAIB SIDDIQUI &amp; DR. AFTAB ALAM</i>	11
4.	SPILL-OVER EFFECTS OF MORTGAGE CREDIT CRISIS IN USA ON EUROPE <i>SANJAY SRIVASTAVA</i>	14
5.	INDIAN REAL ESTATE INDUSTRY: ISSUES AND INITIATIVES <i>G. RAMA PRASAD REDDY &amp; DR. P. MOHAN REDDY</i>	19
6.	CUSTOMER SATISFACTION, LOYALTY AND COMMITMENT IN ORGANISED RETAIL OUTLETS IN CHENNAI - AN EMPIRICAL STUDY <i>DR. BEULAH VIJI CHRISTIANA. M</i>	23
7.	A STUDY ON CONSUMER'S CO-OPERATIVE SOCIETIES AND ITS MOVEMENT IN INDIA <i>A. NALINI &amp; DR. P. ASOKAN</i>	29
8.	A STUDY OF MICRO, SMALL AND MEDIUM ENTERPRISES IN BANKURA DISTRICT OF WEST BENGAL <i>KRISHNA SEN &amp; DR. SEIKH SALIM</i>	31
9.	GREEN MARKETING MIX AND SUSTAINABLE DEVELOPMENT <i>NAMITA PADHY &amp; PRAMA VISHNOI</i>	34
10.	REVIEW OF COMMODITY FUTURES MARKET EFFICIENCY AND RELATED ISSUES <i>P. KARTHIKA &amp; DR. P. KARTHIKEYAN</i>	37
11.	MARKET CONCENTRATION AND EMPLOYMENT ORGANIZED MANUFACTURING INDUSTRIES 1999-2013 <i>ASHISH KUMAR SEDA</i>	42
12.	GST IN INDIA CHALLENGES AND PROSPECTUS <i>POONAM</i>	49
13.	CHANGES IN CONSUMER PREFERENCES <i>NAMITA PADHY &amp; PRAMA VISHNOI</i>	51
14.	THE ANTECEDENTS OF COGNITIVE-AFFECTIVE-CONATIVE MODEL OF RESTAURANT IMAGE <i>YU-LING SU</i>	53
15.	CONSUMERS AWARENESS WITH REGARD TO ONLINE SHOPPING: A COMPARATIVE STUDY OF MYSURU (MYSORE) AND RAICHUR DISTRICTS <i>GEETHANJALI &amp; GURUDATT KAMATH B</i>	58
16.	A COMPARATIVE ANALYSIS OF PRODUCTION OF CLOTH IN INDIAN TEXTILES INDUSTRY BETWEEN THE PRE AND POST MFA PHASE-OUT PERIOD <i>DR. SABIHA KHATOON</i>	63
17.	PERFORMANCE OF SUGAR INDUSTRY IN INDIA WITH SPECIAL REFERENCE TO HARYANA STATE <i>SUMAN DEVI</i>	67
18.	MARKET MICROSTRUCTURE OF STOCK MARKETS: A REVIEW OF LITERATURE <i>NEETI PANWAR</i>	71
19.	REVIEW OF LITERATURE FOR SCALE DEVELOPMENT: E-SERVICE QUALITY <i>RAJANI ROSHAN JOHN</i>	77
20.	FOREIGN DIRECT INVESTMENT IN INDIA; TRENDS AND POLICY: APRIL, 2000 TO MARCH, 2015 <i>RITIKA DONGREY</i>	83
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	90

## CHIEF PATRON

**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur  
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)  
Chancellor, K. R. Mangalam University, Gurgaon  
Chancellor, Lingaya's University, Faridabad  
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi  
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

## FOUNDER PATRON

**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana  
Former Vice-President, Dadri Education Society, Charkhi Dadri  
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

## FORMER CO-ORDINATOR

**DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

## ADVISORS

**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**PROF. M. N. SHARMA**

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

## EDITOR

**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

## CO-EDITOR

**DR. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

## EDITORIAL ADVISORY BOARD

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. SANJIV MITTAL**

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

**PROF. ANIL K. SAINI**

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

**DR. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, P.J.L.N.Government College, Faridabad

**DR. SHIVAKUMAR DEENE**

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

## ASSOCIATE EDITORS

**PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

**PROF. V. SELVAM**

SSL, VIT University, Vellore

**PROF. N. SUNDARAM**

VIT University, Vellore

**DR. PARDEEP AHLAWAT**

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

**DR. S. TABASSUM SULTANA**

Associate Professor, Department of Business Management, Matrusr Institute of P.G. Studies, Hyderabad

**DR. JASVEEN KAUR**

Asst. Professor, University Business School, Guru Nanak Dev University, Amritsar

## FORMER TECHNICAL ADVISOR

**AMITA**

Faculty, Government M. S., Mohali

## FINANCIAL ADVISORS

**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

## LEGAL ADVISORS

**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

## SUPERINTENDENT

**SURENDER KUMAR POONIA**

## **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**

IJRCM

**Subject:** SUBMISSION OF MANUSCRIPT IN THE AREA OF \_\_\_\_\_.

**(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)**

**DEAR SIR/MADAM**

Please find my submission of manuscript entitled ' \_\_\_\_\_ ' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

**NAME OF CORRESPONDING AUTHOR** :

Designation :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

**NOTES:**

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
- b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**  
**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
- e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
- f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered and fully capitalised**.
3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aeaweb.org/econlit/jelCodes.php](http://www.aeaweb.org/econlit/jelCodes.php), however, mentioning JEL Code is not mandatory.
8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
11. **MAIN TEXT:**

**THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:****INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered & self explained, and titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parenthesis.
  - **Headers, footers, endnotes and footnotes should not be used in the document.** However, you can mention short notes to elucidate some specific point, which may be placed in number orders after the references.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

**UNPUBLISHED DISSERTATIONS**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

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

**GEETHANJALI**  
**STUDENT**  
**AMRITA VISHWA VIDYAPEETHAM**  
**MYSORE CAMPUS**  
**MYSORE**

**GURUDATT KAMATH B**  
**LECTURER**  
**MANAGEMENT & COMMERCE DEPARTMENT**  
**AMRITA VISHWA VIDYAPEETHAM**  
**MYSORE CAMPUS**  
**MYSORE**

### 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 administered 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.

**ACKNOWLEDGEMENT**

Our gratitude to the principal **Mrs VidyaPai.C**, Amrita School of Arts and Sciences, Mysore for providing us with excellent infrastructure and inspiration during the tenure of our course.

I extend my sincere thanks to **Prof. Ramesh M Bewoor**, Chairperson of Department of commerce and management, Amrita School of Arts and Sciences, Mysore for help and encouragement.

I extend my sincere thanks to **Prof. Sridhara Murthy** (Professor of department of commerce and management, Amrita School of Arts and Sciences, Mysore) for guiding me in this article.

I am very grateful to **Mr.Gurudatt Kamath**, (lecturer of department of commerce and management, Amrita School of Arts and Sciences, Mysore) for guiding me in article and for encouragement.

My deeply indebted to **Mrs.Jyothi.A.N** (lecturer of department of commerce and management, Amrita School of Arts and Sciences, Mysore) for her immense help and cooperation thought out progress of my article.

**REFERENCES**

1. www.mysore.nic.in
2. www.franke.nau.edu/courses/cis
3. www.raichur.nic.in

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-  
**Co-ordinator**

## **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

