

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & 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., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,
Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 7835 Cities in 197 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.	<p style="text-align: center;">A STUDY ON ONLINE SHOPPING WITH IMPACT OF SOCIAL MEDIAS WITH SPECIAL REFERENCE TO KARUR CITY</p> <p style="text-align: center;"><i>Dr. V.KANNAGI, Dr. S. NAGARAJAN & M. KIRUTHIKA</i></p>	1
2.	<p style="text-align: center;">INDIA'S ESG REPORTING LANDSCAPE: DIVERSE APPROACHES AND INSTITUTIONAL FRAMEWORKS</p> <p style="text-align: center;"><i>PRAGATI SINGH & DIVYANSHU PANDEY</i></p>	5
	REQUEST FOR FEEDBACK & DISCLAIMER	11

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

CO-ORDINATOR**Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. G. BRINDHA**

Professor & Head, Dr.M.G.R. Educational & Research Institute (Deemed to be University), Chennai

CO-EDITOR**Dr. A. SASI KUMAR**

Professor, Vels Institute of Science, Technology & Advanced Studies (Deemed to be University), Pallavaram

EDITORIAL ADVISORY BOARD**Dr. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. CHRISTIAN EHIOBUCHÉ

Professor of Global Business/Management, Larry L Luig School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. A SAJEEVAN RAO

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

Dr. D. S. CHAUBEY

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

Dr. CLIFFORD OBIYO OFURUM

Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

Dr. VIRENDRA KUMAR SHRIVASTAVA

Director, Asia Pacific Institute of Information Technology, Panipat

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. SYED TABASSUM SULTANA

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

MUDENDA COLLINS

Head, Operations & Supply Chain, School of Business, The Copperbelt University, Zambia

Dr. EGWAKHE A. JOHNSON

Professor & Director, Babcock Centre for Executive Development, Babcock University, Nigeria

Dr. A. SURYANARAYANA

Professor, Department of Business Management, Osmania University, Hyderabad

P. SARVAHARANA

Asst. Registrar, Indian Institute of Technology (IIT), Madras

Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. YOUNOS VAKIL ALROAIA

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

Dr. JAYASHREE SHANTARAM PATIL (DAKE)

Faculty in Economics, KPB Hinduja College of Commerce, Mumbai

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

Dr. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

Dr. OKAN VELI ŞAFAKLI

Professor & Dean, European University of Lefke, Lefke, Cyprus

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

Dr. LALIT KUMAR

Course Director, Faculty of Financial Management, Haryana Institute of Public Administration, Gurugram

Dr. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

Dr. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. PARDEEP AHLAWAT

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

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. BHAVET

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

SURJEET SINGH

Faculty, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

Dr. TITUS AMODU UMORU

Professor, Kwara State University, Kwara State, Nigeria

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

Dr. SAMBHAVNA

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

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. SHIVAKUMAR DEENE

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

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

FORMER TECHNICAL ADVISOR

AMITA

FINANCIAL ADVISOR

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 the 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 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 titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is 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 inclusion of their 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/Post* :

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 :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

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 the 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) Only the **Abstract 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 the manuscript, within two days of its 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 on 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 typed in **bold letters, 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 italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating 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 etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of 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 be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **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, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may 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 e.g. 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 may follow Harvard Style of Referencing. **Also check to ensure 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 italic printing. 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 before 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>

A STUDY ON ONLINE SHOPPING WITH IMPACT OF SOCIAL MEDIAS WITH SPECIAL REFERENCE TO KARUR CITY

Dr. V.KANNAGI
ASST. PROFESSOR
MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)
RASIPURAM

Dr. S. NAGARAJAN
ASSOCIATE PROFESSOR
VIVEKANANDHA COLLEGE OF ARTS & SCIENCES FOR WOMEN (AUTONOMOUS)
TIRUCHENGODE

M. KIRUTHIKA
ASST. PROFESSOR
VIVEKANANDHA COLLEGE OF ARTS & SCIENCES FOR WOMEN (AUTONOMOUS)
TIRUCHENGODE

ABSTRACT

Internet shopping has become an effective way of boosting an economy by increasing demand, expanding consumption and promoting employment. It has improved operations through greater use of electronic book-keeping and records management. Despite this, e-retail sales are expected to account for only 4.4 per cent of all retail sales in India in 2019. One of the most visible changes that technology is bringing to people's lives is the manner in which they are going about their shopping. Consumers are globally and increasingly buying online. Progressive enhancements in internet technology, online payment security and rapid delivery systems have made internet shopping a flourishing global industry. US research estimates that internet shopping will account for 11 per cent of all purchases in 2018 in that country. Online sales have reached 15 per cent of total sales in the UK this year. The western developed countries, however, are left far behind in terms of the volumes of China's online shopping. In 2014, China's online retail market became the largest in the world, accounting for 34% of the world's internet retailing market share. To know about the people awareness in online marketing communication. To indicate the form of website resources to the people by online marketing. To available for convenient online marketing information throughout share with their society. To know the factors influencing the online marketing communication. To analysis the short info techniques easily reached for the people's awareness. Online shopping is more and more motivated by the ICT infrastructure development, online payment systems and the Internet saturation rate in Karur. Earlier studies showed that contrasting element and mortar shopping behavior, online shopping behavior is prejudiced by net connectivity, website esthetics, security, customers' experience, age and learning curve, etc. Studying these unique characteristics of online shopping and consumer behavior of online shoppers would benefit the tech-entrepreneurs and policymakers to craft their strategies properly for the market. This study empirically reveals the consumer behavior of online shoppers in Karur.

KEYWORDS

Karur city, social media, online shopping.

JEL CODE

M15, L86, M31.

1.1. INTRODUCTION

Social media marketing is the use of social media platforms and websites to promote to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in date analysis tools, which enables companies to track the progress, success, and engagement of ad Campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, Bloggers and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, government, setting the scope (e.g., more active or passive use) and the establishment of firm's desired social media "culture" and "tone". When using social media marketing, firms can allow customers and Internet to users to post user-generated content (e.g., online comments, product reviews, etc.), also known as "earned media" rather than use marketer-prepared advertising copy.

1.2 NEED OF THE STUDY

1. The social web still is growing fast.
2. Purchasing decision are influenced by online marketing
3. Lack of strategy hands the advantage to competitor
4. Customers are action in online marketing
5. Social networking is one of the fastest growing industries in the world so, it is the only mainly.

1.3 STATEMENT OF THE PROBLEM

Media and society both are inter-related and affect each other in many ways. Sometimes media communication is guided by society and sometimes media have dominance over society. The mass media are essential not only in promotion and propagation of innovative ideas but also in transformation of the society. The media affects and changes the behavior, thinking, perception and ideas of people often. Begin the public broadcaster television in India had originated as a social, economic and education one. Television was seen as a catalyst of social justice, educating the population and developing its human resource.

1.4 OBJECTIVES OF THE STUDY

The primary objectives of the study are to evaluate the people awareness derived from online marketing user in Karur. The following specific objectives:

1. To know about the people awareness in online marketing communication.
2. To indicate the form of website resources to the people by online marketing.

3. To available for convenient online marketing information throughout share with their society.
4. To know the factors influencing the online marketing communication.
5. To analysis the short info techniques easily reached for the people's awareness.

1.5 SCOPE OF THE STUDY

The Study has been undertaken to examine the people awareness towards social media users with special reference Karur. The scope of the study analysis public awareness to online marketing. The online marketing facility is mainly throughout voicemail and group chat. The study has cover Karur little area only. The study analysis review of survival status and new technical facility in mobile.

1.6 RESEARCH METHODOLOGY

Research methodology is the way of systematically solving the research problem. It may understand a science of systematically.

COLLECTION OF DATA

PRIMARY DATA

Primary data are those which are collected for the first time and they are original in character. In this study primary data was collected through questionnaire.

SECONDARY DATA

Secondary data are those which are already collected by someone for some purpose and available for the present study secondary data is mainly taken form.

- ✓ The company's published reports.
- ✓ Journals and magazines etc.,

SAMPLE SIZE

The size of the sample taken for the study is 160 samples.

SAMPLING METHOD

Data for the study is collected through convenience sampling which come under non-probability sampling method.

CONVENIENT SAMPLING

As its name implies, convenience sampling refers to the collection of information from members of the population who are conveniently available to provide it.

AREA OF THE STUDY

This study was undertaken within limits of Karur district.

STATISTICAL TOOLS

To analysis the data which has been collected by the research the tools of analysis were employed are:

- Simple Percentage analysis
- Chi square test
- ANOVA test

SIMPLE PERCENTAGE ANALYSIS

The ratios are very often expressed as percentages. In the calculation of percentage, the percentage refers to a special kind of ratio making comparison between two or more data to describe relationship.

$$\text{Percentage of respondents} = \frac{\text{No. of Respondents} \times 100}{\text{Total No. of Respondents}}$$

CHI-SQUARE TEST

This was used to find out the significance of relation between the factors that are compared. The quantity χ^2 describes the magnitude of discrepancy between theory and observation and we are in a position to know whether a given discrepancy between theory and observation may be attributed to change or whether it results from inadequacy of expected frequencies coincide completely

$$\text{Chi-square test}[\chi^2] = \frac{\sum (O_i - E_i)^2}{E_i}$$

Degrees of freedom = $[R-1] [C-1]$ whereas,

O = Observed frequency

E = Expected frequency

R = Number of columns

C = Number of columns

The calculate value of χ^2 is compared with the value of χ^2 for given of freedom at a certain specific level of significance (generally 5% level).

ANOVA TEST

Analysis of variance [ANOVA] is essentially a procedure for testing the difference among different groups of data of homogeneity. "The essence of ANOVA is that the total amount of variation in a set of data is broken into two types that amount which can be attributed to chance and that amount which can be attributed to specified causes". We are said to use one-way ANOVA and in case we investigate two factors at the same time, then we use two way ANOVA.

$$F = \frac{M_s}{M_s e}$$

Where,

$$M_s = \frac{S_s}{I}$$

Where,

I = number of treatments

And

$$M_s e = \frac{SSE}{nt - i}$$

NT = total number of cases

1.7 FINDINGS AND SUGGESTIONS

DEMOGRAPHICS OF THE RESPONDENTS

The respondents were categorized into several factors, such as gender, age, occupation, income.

Gender: Among the respondents, we found 85% were male, and 15% were female.

Age: We can interpret that majority of the respondents were below 36-40 years old. 8.50% male respondents were below 25 years old, 16.50% between 26-30 years, 19.75% between 31-35 years, 20.80% of 36-40 years and 8.37% of male respondents were 45 or more years old. Whereas 4.12% female respondents were below 25 years of age, 4.75% between 26-30 years, 5.65% between 31-35 years, 14.34% of 36-40 years and only 4% female were 41 or above years old.

Occupation: Case of occupation, 35% of them was students, 30% of them were service holders, 35% was Business people, and the rest of them were residence makers.

Income: We can see that nearly 14.62% interviewees average monthly income fall into Tk. 0-10,000 categories, 23.50% respondents' monthly income was into Tk. 10,001-20,000, 28.50% earn Tk. 20,001-30,000, and 36.4% of the interviewees have more than Tk. 30,000 income per month.

EXPERIENCES OF ONLINE SHOPPING VERSUS ONLINE SHOPPING FREQUENCIES

About 21% of the respondents have less than 0-1 years' experience of online shopping, 22.75% of them have 1-2 years' experiences, 25.3% of them have 2-3 years' experiences and 6.5% of the respondents have experiences in online shopping for more than 3 years.

SOURCES OF ONLINE SHOPPING INFORMATION

For selling and promoting products through online, it is essential to inform the consumer about online shopping, the advantages, disadvantages and website address which are related to it. About 29% of the respondents know about online shopping from websites especially from different social media like Face book, Twitter, LinkedIn, Instagram, etc. About 17% of them get information from friends and family members. 21% of them from TV advertisements and 35% of them from other sources like a billboard, signboard, newspaper, magazine, etc.

Additionally, website advertisement, friends and family members are the primary sources of online shopping information for the online consumer. This result confirms the findings of Hajji (2014) and Alsubagh (2015). Publicity through various websites (primarily Facebook) will be more beneficial for organizations to promote their online shopping sites and products.

REASONS FOR CHOOSING ONLINE SHOPPING

Both male and female respondents assured that there are specific reasons for choosing online shopping. 38.25% respondents (25% male, 13.25% female) mentioned saving time is their primary reason for choosing online shopping and about 25.37% of the respondents prefer online shopping the reason for accessibility of the varieties of products. Nearly, 17% of the respondents prefer online shopping because product similarity is much easier for online shopping and 20.17% choose for a relaxed reason.

Time-saving and available varieties of products are the main opinion for shopping online. All these four factors encourage an online shopper to buy over the Internet. Therefore, companies should propose strategies and develop varieties of products to catch the attention of customers and keep hold on to online purchaser. This findings also confirm the findings of Gong et al. (2013) and Hoque et al. (2015), where the respondents found to take on e-commerce for the worth.

PREFERENCE FOR PRODUCT/SERVICE

While respondents were asked to know about the on-hand goods and services, 36.76% of the respondents preferred Apparels (21.84% male and 14.7% female) and accessories 34.49% (21.12% male and 16.37% female).22% (16% male and 6 % female) respondents chosen online ticketing. About 12.98% of the aspirants preferred healthcare and fitness products and only 10.88% respondents prefer books.

Apparels, accessories, and online ticketing are the main three categories that are bringing about online shopping culture among online shoppers. Online shopping tends to grow in the coming years as consumers want to buy more in the future. Merchants should bring out innovative ways so that there is a growth in other categories of goods and services.

FACTORS FOR LIKING ONLINE SHOPPING

Among the male respondents, 58% like online shopping because of the home delivery facility, while about 28% male respondents said that it is easier to order for which they would like to shop online. 13% of the male respondents like discount offer most for online shopping and 18% of the male respondents like available options for buying and payments gateways. On the other hand, 43% of the female respondents also do online shopping for a home delivery facility, 25% do for the easiness of ordering, rest of the 25% (13.33% female respondents) like for discount offer and available options respectively.

Both male and female respondents have the same attitude towards liking factor of online shopping. Both like home delivery facility factor most.

FACTORS FOR DISLIKING ONLINE SHOPPING

We also asked respondents if there is any disliking factor that impedes them from deciding doing online shopping. Shows that 47% hate the inability to touch and feel or trial factor about online shopping, while about 25% male said that it is the high price of products or services for which they dislike online shopping most. 17% male respondents dislike after sale services on online shopping and 11% male respondents dislike poor return policy. Among the female respondents, 44% dislike online shopping for lack of inability to touch and feel factor. 24.33% dislike the high price of the products and services. 15.67% and 16% female respondents hate poor return policy and lack of after sale service factor most respectively.

MODES OF PAYMENT PREFERENCE

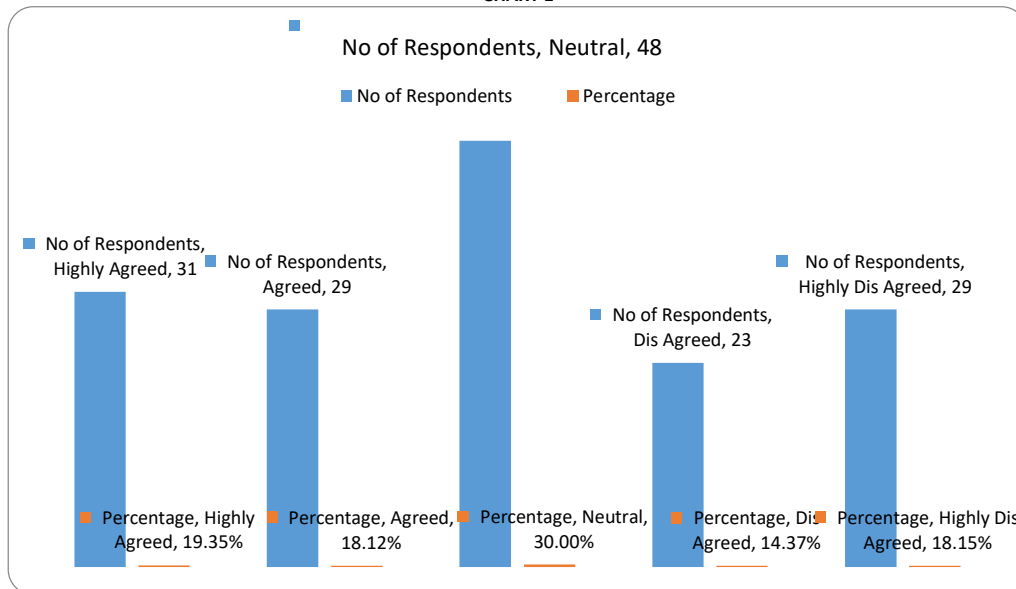
Shows the different payment options for customers which is a very crucial segment for buying decision. 75.25% of the respondents are doing transaction by cash on delivery facility whereas 16.62% of the interviewees is paying through a debit card. 4.13% respondent pay by credit card and 4% through mobile banking. Most of the consumers prefer cash on delivery as a mode of payment for online shopping. This finding confirms the study of Rastogi (2010) but contrasts the findings of Liao et al. (2012), where the online shoppers mostly prefer to pay through credit or debit cards. The contrast may be due to the less developed financial sector of Bangalore, where credit cards are less available than that in developed countries

ONLINE SHOPPING SATISFACTION

TABLE 1: ONLINE SHOPPING SATISFACTION

	No of Respondents	Percentage
Highly Agreed	31	19.35%
Agreed	29	18.12%
Neutral	48	30.0%
Dis Agreed	23	14.37%
Highly Dis Agreed	29	18.15%

CHART 1



PAYMENT SYSTEM SECURITY

From the survey it is found from the above noted chart that none of the respondents highly agreed to the fact that the payment system for online shopping is highly secured in Bangalore. 15% of the interviewees agreed to the fact that online payment system is much secured where 27.5% of respondents disagreed. 51.87% of respondents remain neutral about the fact, and 5.63% profoundly disagreed.

Above all, secured payment is a significant concern in Bangalore. Most of the consumers believe that the payment system for online shopping is not secured. Usually, they do not prefer to use their credit or debit card while shopping from online sites. Companies should introduce new improved technologies to create and gain confidence in the payment system among the consumers.

ONLINE SHOPPING SATISFACTION

50% of regular online shoppers are satisfied whereas 18.5% are dissatisfied. 27.12% of them are neither satisfied nor dissatisfied. Only 4.75% of regular online shoppers are highly satisfied while 0.53% is highly dissatisfied.

Satisfaction level plays a significant role in online shopping. Satisfied consumers tend to shop more frequently online. After analyzing data, we found that half of the respondents are satisfied with their overall online shopping experience. A note should be taken that only 0.53% of the online shopper is highly satisfied which shows that there are still concerns, which hinder the consumer from using online shopping frequently. Companies should undertake measures so that dissatisfied and neutral category of online shoppers can move towards satisfied or highly satisfied category and shop online more often and it has to be done through better information quality, quality service in during purchase and post-purchase.

1.8 CONCLUSION

Online shopping is more and more motivated by the ICT infrastructure development, online payment systems and the Internet saturation rate in Karur. Earlier studies showed that contrasting element and mortar shopping behavior, online shopping behavior is prejudiced by net connectivity, website esthetics, security, customers' experience, age and learning curve, etc. Studying these unique characteristics of online shopping and consumer behavior of online shoppers would benefit the tech-entrepreneurs and policymakers to craft their strategies properly for the market. This study empirically reveals the consumer behavior of online shoppers in Karur.

Karur online shoppers are young (mostly below 40 years) similar to other parts of the world. They do online shopping because it saves time, offers home delivery, provides ease in shopping and offers more multiplicity of products for apparels, accessories, and ticketing than that of brick-and-mortar stores. They mostly rely on price and their knowledge as the basis of the eminence decision of items in online shopping and for payment system they like better cash on delivery option. Most of the shoppers get the in sequence primarily from Face book advertisements which are pursued by friends and family by following their "word of mouth" communication. However, space to yourself and incapability to touch and feel do the most dislike factors for online shoppers. These findings of our study have both theoretical and practical implications.

REFERENCES

- Ahn, T., Ryu, S., & Han, I. (2007), The impact of web quality and playfulness on user acceptance of online retailing *Information & Management*, Volume 44, issue 3, pp 263–275.
- Aljifri, H.A., Pons, A., & Collins, D. (2003), Global e-commerce: a framework for understanding and overcoming the trust barrier *Information Management & Computer Security*, Volume 11, issue 3, p 130.
- Bandalos, D.L. (2002), The effects of item parceling on goodness-of-fit and parameter estimate bias in structural equation modeling *Structural Equation Modeling: A Multidisciplinary Journal*, Volume 9, issue 1, pp 78–102.
- Chwelos, P., Benbasat, I., & Dexter, A.S. (2001), Research report: empirical test of an EDI adoption model *Information Systems Research*, Volume 12, issue 3, pp 304–321.
- Fue, Z., Li, H. & Wenyu, D. (2009), Social factors in user perceptions and responses to advertising in online social networking communities, *Journal of Interactive Advertising*, Volume 10, issue 1, pp 1–13.
- Gefen, D. (2002) Reflections on the dimensions of trust and trustworthiness among online consumers *Database for Advances in Information Systems*, Volume 33, 3, pp 38–53.
- Gefen, D., & Straub, D. (2000), The relative importance of perceived ease of use in is adoption: a study of e-commerce adoption, *Journal of the Association for Information Systems*, Volume 1, issue 8, pp 1–30.
- Lai, L.S.L., & Turban, E. (2008), Groups formation and operations in the Web 2.0 environment and social networks *Group Decision & Negotiation*, Volume 17, issue 5, pp 387–402.
- Li, F., Zhou, N., Kashyap, R., & Yang, Z. (2008), Brand trust as a second-order factor: an alternative measurement model, *International Journal of Marketing*.
- Lorenzo, C., Constantinides, E., Geurts, P., & Gómez, M. (2007), Impact of web experience on e-consumer responses, e-commerce and web technologies, in Psaila, G., & Wagner, R. (eds), *E-commerce and Web Technologies Berlin/Heidelberg: Springer*, pp 191–200
- Lu, H -P, & Hsiao, K -L (2010), The influence of extro/introversion on the intention to pay for social networking sites *Information & Management*, Volume 47, issue 3, pp 150–157.
- McLure Wasko, M., & Faraj, S. (2005), Why should I share? Examining social capital and knowledge contribution in electronic networks of practice *MIS Quarterly*, Volume 29, issue 1, pp 35–57.
- Ming-Hsien, Y., Chandreese, N. Binshan, L., & Hung-Yi, C. (2009), The effect of perceived ethical performance of shopping websites on consumer trust *Journal of Computer Information Systems*, Volume 50, issue 1, pp 15–24.
- Pavlou, P.A. (2003), Consumer acceptance of electronic commerce: integrating trust and risk with the technology acceptance model, *International Journal of Electronic Commerce*, Volume 7, issue 3, pp 101–134.
- Ridings, C.M., & Gefen, D. (2004), Virtual community attraction: why people hang out online *Journal of Computer-Mediated Communication*, Volume 10, issue 1, pp 1–10.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & 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 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.

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

Looking forward to 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

