



ASIAN JOURNAL OF INNOVATIVE RESEARCH

Available online at <http://www.asianjir.com>

Article

Business Administration

A STUDY ON CONSUMER AWARENESS IN ONLINE SHOPPING

Geetha S and Pattammal V *

Department of Business Administration, Sengamala Thayaar Educational Trust Women's College
(Autonomous), Sundarakkottai, Mannargudi 614016, Thiruvavarur District, Tamil Nadu

*Corresponding author

Received on 20th Dec. 2024;

Revised on 30th Jan 2025

Online 13th March. 2025

ABSTRACT

Online shopping is becoming common in today's life. The study indicates that most of the customer having experience of online shopping. The customer awareness of online shopping varies from person to another person. Most of the consumers prefer to buy some selected products online because they will get heavy discounts in comparison to store purchases. Also, the consumers feel that there are good websites available which can be trusted for purchases. The consumers perceive that shopping online gives them larger options to choose from. Shopping online is very convenient as one has to just open a laptop or PC to shop rather than getting ready and pass through rush hour traffics. Shopping online saves time and money along with lesser effort is required in comparison to store purchases. Consumers feel that carrying cash or credit cards all the way to the store is meaningless if one can purchase the same product from their home. The educated consumers are aware of the buying procedures online which they feel are pretty simple. The only worry of consumers is regarding the trustworthiness of some websites since they have to give their credit card details to shop online. Many of the consumers are aware of the various online scams due to which they are very concerned and reluctant while providing their credit card information online. Also, the online purchases take a longer time in shipments and deliveries. The psychology of an Indian consumer is still the same as of checking the product physically before purchasing it, which creates a mental hurdle for online shopping.

Keywords:

Citation: Geetha S and Pattammal, V. (2025). A study on consumer awareness in online shopping. *Asian Journal of Innovative Research*. 10 (1): 17-24.

INTRODUCTION

Online shopping has gained much popularity during the last two decades, predominantly people feels it much convenient and trouble-free to shop from anywhere. Due to technological up-gradation, the consumer

buying behaviour has been changed drastically in both urban and rural areas because of ample facilities of internet (Blackwell *et al.*, 2006). Online shopping is the act of buying products or services via Internet. In this technological world, internet is not only used as medium to keep in touch with the consumers. But it's also used as the best way to promote the products and

services, tracing potential consumers and maintaining the effective customer relationship (Gabbott and Hogg, 1998). Over the decades almost every business organizations offering the various products like hardware, software, books, toys, home appliances etc. to their customers through online (Gupta and Jain, 2017). India might have only 300-odd million Internet users, out of its total population of 1.3 billion. Despite being the second-largest user base in world, only behind China (650 million, 48% of population), the penetration of e-commerce is relatively little low while comparing to markets such as the United States (266 million, 84%), or France (54 million, 81%), however, the Indian market is growing at an unprecedented rate, adding around six million new entrants every month (Egan, 2007). For any other industry, it takes decades of effort to have companies that are worth billion dollars (Kumar, 2010). During the last year our Indian online consumers are spent nearly 58,370 crores on shopping from other countries, for buying groceries to furniture, apparel to accessories, beauty products and jewellery to travel ticketing (Kotler and Keller, 2011). It shows ecommerce have significantly empowered the Indian consumers In fact, so much, so that India will see more people come online than any other country in the next 15 years.

Meaning of online shopping

Online shopping is the activity or action of buying products or services over the Internet. It means going online, landing on a seller's website, selecting something, and arranging for its delivery. The buyer either pays for the good or service online with a credit or debit card or upon delivery.

Definition of online shopping

Online shopping involves purchasing products or services over the Internet. Online shopping is done through an online shop, e-shop, e-store, virtual store, webshop, Internet shop or online store. All the products in online stores are described through text, with photos and with multimedia files. Many online stores will provide links for extra information about their products. They often make available, safety procedures, instructions, manufacture specification and demonstrations. Some will provide advice or how-to guides. As you are already on the Internet, you can search for product reviews that other consumers may have posted. Some online stores have place for these reviews on their own sites. Many allow users to rate their products. Advice such as this from

other consumers, about a product, would be unavailable in a conventional store.

Global Trend of internet users and online shopping

The growth rate of global e-commerce is mind-boggling. According to a report published in www.statista.com, in 2017 global online shopping amounted to 2.3 trillion US dollars and is expected to be 4.48 trillion US dollars in 2021. In the USA alone, ecommerce represents almost 10 percent of the total retail sales which is growing by nearly 15 percent each year. In Asia Pacific, internet sales accounted for 12.1 percent of retail sales in 2016 but only for 1.8 percent of retail sales in the Middle East and Africa. According to a survey report, 11 percent of online shoppers now shop online through their smartphones on a weekly basis, and 35 percent opines that it will become their main purchasing tool in future, it also stated that around 39 percent of online shoppers use social networks to get inspiration for purchases. As a result, online shopping continues to evolve at a rapid pace throughout the globe (Sen, 2014).

Indian Trend of internet users and online shopping:

To keep pace with the global trend, a sudden change in the buying pattern has occurred which is mainly due to the advancement of technology and abundant availability of network connection by various internet provider (Stallworth, 2008). As a result, the usage of internet has abruptly increased in the country and is expected to have more than 63 crores users in 2021 while the projected figure for the current year is more than 53 crores compared to the 36.5crores in 2014, 41 crores in 2015, 45 crores in 2016 and 46 crores in 2017. According to a survey report published by Internet World Stats as on 31st December 2017, India ranks second in terms of number of internet users with more than 46 crores of internet users which is next to China, that clearly shows a rising trend of internet users in India as a result of which an increase in the online shoppers in the country (Kinker Manisha and Shukla 2016). Goa has the maximum internet penetration and Bihar is the lowest among states, a report said. As many as 346 million Indians are engaged in online transactions such as Ecommerce and digital payments more than US population. Indian transactions jumped significantly during the corona virus pandemic, a report noted a record of 51% increase from 230 million transactions in 2019. According to a

report by the Internet And Mobile Association of India (IAMAI) and data analytics company KANTAR, rural India has 351 million users out of 762 million Indians (Schiffman, 2007). The number of internet users will grow by over 200 million in the next two years and there will be 900 million of them by 2025, a report said. The penetration of over-the-top media services in rural India is at par with that in urban India. However, the penetration of other digital services like online gaming, digital commerce and digital payments is still skewed in favour of urban users (Solomon, 1995). This reflects large headroom for the growth of such services among the rural population.

REVIEW OF LITERATURE

A literature review contains a detailed text of scholarly papers, which reflects the very recent knowledge and substantive findings along with theoretical and methodological input to the pertinent topic. So, a detailed literature review plays a vital role in carrying out research as it helps to identify the gaps between the unexplored area and the findings of prior researches done in the particular field. In spite of having plenty of research papers on online shopping, the papers related to the objective of the paper are aligned and presented. The rapid development of the internet and its effect on daily life has introduced a new consumer profile which is referred to as the online consumer. Such consumers are affected by different factors and they have different purchasing habits with respect to traditional consumers.

Niharika and Satinder (2019) stated that post globalization, due to the closeness of various nations different sector has undergone through significant changes. These changes resulted to the emergence of internet and e-commerce which is now one of the fastest growing technologies and are playing the main role in the day-to-day business activities.

Shanbhog et al. (2016) analysed customer's attitude towards direct selling and indirect selling online firms based on their reputation. The researcher concluded that customers prefer to use indirect selling of online firms mainly because of its offers, wide range of products, offering attractive discount or offers for every product and by displaying user reviews about the price and quality of the product purchased from their website, it helps in making buying decision.

Jayaprakash and Pavithra (2017) stated in their research work, present technological development with respect to the internet has

given platform to a new marketing system. This study brought to the fact that most of the online customers are educated and students who have a positive perception towards online shopping, in risk perception particularly concerns about online shopping security, is keeping out many people from online shopping. Ensuring adequate safety measures in delivery of products are a challenging task in front of online sellers to maximize their sales.

Jukariya and Singhvi (2018) analysed the key factors, which mostly affect the buying behaviours of students of MPUAT, Udaipur for online buying. The researcher identified that the following are the key factors such as Transaction security and multiple payment options, Privacy, Price and quality of the products, delivery time and after sales service were few major factors that affect students' online shopping behavior.

Kothari et al. (2016) identified five dominant factors which influence consumer perceptions for online shopping as- information, easy to use, satisfaction, security, proper utilization of available information to compare the different product.

Jarvenpaa et al. (2000) the willingness of the buyers to do shopping at the Internet stores is referred to as their intention to shop online. This factor is assessed by the willingness of the consumers to purchase and to return to the same website for making further shopping. This then also adds to the buyer's faith on the particular website. The intention of the consumer to make a purchase through internet is greatly attached with their mindset heading for buying from internet and makes an impact on their final choice making and buying behaviour.

Day & Landon, (1977) explained that, Sometimes strategies of online marketers are not according to the online shoppers, so that they are not satisfied with the delivery system of online shopping.

OBJECTIVE OF THE STUDY

- To examine the level of awareness of online shoppers.
- To identify the most preferred online shopping site and product.
- To investigate the level of satisfaction of online consumers in e-shopping.
- To identify the difficulties in the online shopping.
- To identify the consumer opinion of payment through online websites.
- To analyse the problems in online shopping regarding customer service.

Scope of the Study

The present study is undertaken to examine the level of awareness, most preferred shopping site and satisfaction level of the consumers. It enables us to understand the key players in E-marketing. In short, the study covers only socio economic status, level of awareness, most preferred shopping site and level of satisfaction of the consumers

RESEARCH METHODOLOGY

Research Design

The research design is a conceptual structure within which research is undertaken. It constitutes the blue print for collection, measurement, and analysis of data. In this study, the research design used is Descriptive Research. Design in nature as it describes the views, opinion and consumer awareness of online shopping.

Nature of the Data

Primary Information was collected with the help of well-structured Questionnaire along with personal interview. Secondary data was collected from Published literature in Books, Magazines, Journals and Newspapers and websites. A well-structured objective type and probing questionnaire was prepared. To collect personal views, a pilot survey was conducted to investigate the practical aspect, personal interview and observation technique was used. On the basis of findings based on tabulated information and Observations during data collection, conclusion was drawn.

Research Instruments

After the research design is selected, the data collected is through a questionnaire

which is designed by covering the objectives of design. The closed-ended questionnaire was used for the study. The questions in the questionnaire are in structured format Direct (or) structured questionnaire has been designed and used.

Population Size

The total population size for this project is indefinite.

Sample Size

The sample size selected for the research is 100 members, were the response questionnaire

Sampling Technique

Convenient Sampling Technique is used to collect information for this project to study the consumer awareness. It is a definite plan for obtaining a sample from a given population it refers to the technique the researcher adopts in selecting items for the sample.

Data Analysis

After data have been collected it has to be analyzed, the data obtained from the data obtained from the questionnaire is arranged in series order. Then a master copy with the tabulation method is being prepared. Tabulated is a part of the technical procedure when classified data are put in the form of tables thus obtained were analyzed with such statistical tools as Percentage, a Pie chart.

ANALYSIS AND INTERPRETATION

Following are the demographic analysis made from the survey from 100, through online shopping based respondents

Table 1: Distribution of respondents by their customer expectation through online shopping

S. No	Customer Expectation	Numbers of Respondents	Percentage
1	Yes	84	84%
2	No	16	16%
	Total	100	100%

Interpretation-- From the above table, distribution by the customer expectation through online shopping majorly respond to the “yes”.

Were the 84% of respondents are answered ‘Yes’. Remaining 16% respondents are answered as ‘No’.

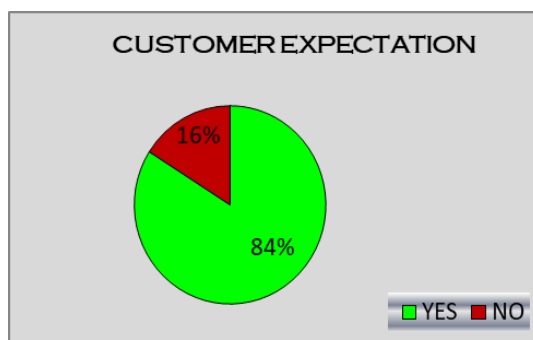


Figure 1: Chart showing the distribution of respondents by their customer expectations

Table 2: Distribution of respondents by their satisfied the product

S. No	Most satisfied the product	Numbers of Respondents	Percentage
1	Quality	33	33%
2	Price	39	39%
3	Customer Services	21	21%
4	Installation or First use Experience	7	7%
	Total	100	100%

Interpretation- From the above table, 33 respondents (33%) are Quality satisfied, 39 respondents (39%) feel price in satisfaction, 21 respondents (21%) of them are customer service satisfied whereas 7 respondents (7%) feel installation or first experience most satisfied the product through online shopping.

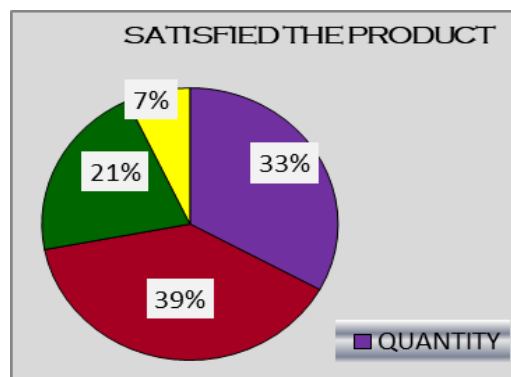


Figure 2: Chart showing the distribution of respondents by their satisfied the product

Table 3: Distribution of respondents by their frequency of buying online products

S. No	How often do you shop online	Numbers of Respondents	Percentage
1	Daily	10	10%
2	Weekly	19	19%
3	Monthly	49	49%
4	Yearly	22	22%
	Total	100	100%

Interpretation-- - From the above table, 10 respondents (10%) are shops online daily, 19 respondents (19%) are shops online weekly, 49 respondents (49%) are shops online monthly, 22 respondents (22%) are shops online yearly. Where as the majority of the respondents are shops online monthly

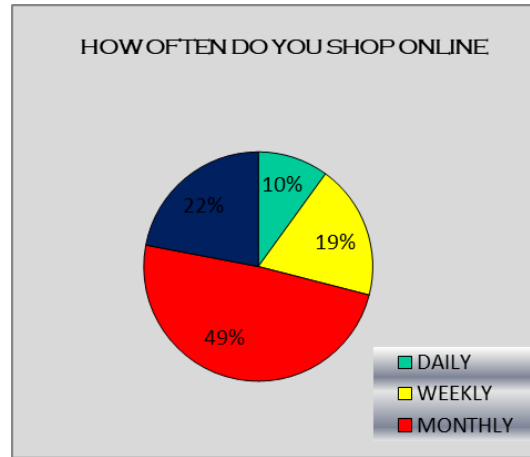


Figure 3: Chart showing the distribution of respondents by their how often do you shop online

Table 4: Distribution of respondents by their comfortable making payment online

S. No	Opinion	Numbers of Respondents	Percentage
1	Yes	72	72%
2	No	28	28%
	Total	100	100%

Interpretation- From the above table, distribution of the respondents by the comfortable making online payment. shopping. Majority respondents to “yes”. Were the 72% of respondents are answered ‘Yes’. Remaining 28 % respondents are answered as ‘No’.

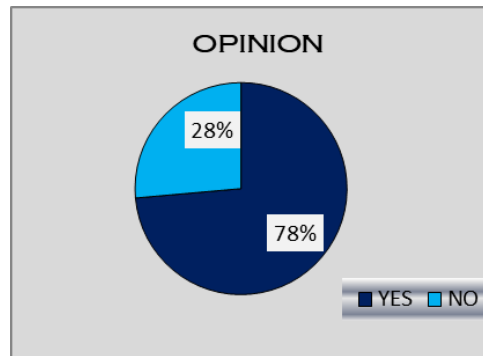


Figure 4: Chart showing the distribution of respondents by their comfortable making payment online

Findings

- Majority of respondents (72%) are female.
- The higher percentages of the respondents (87%) are falling under the category of 20 - 30 years.
- Majority of respondents are Under graduates (65%).
- Majority of respondents are unmarried (81%).
- Majority of the respondents are say yes (84%) product expectations through shop online.
- Majority of the respondents (39%) consider the price of the product.
- Most of the respondents (72%) are comfortable with making payment online safe.
- Respondents (60%) choose cash on delivery as their easy way on payment wanted
- Majority of respondents (78%) are willing to buy again from online websites.
- Mostly respondents (39%) prefer Meesho app for shopping, followed by Flipkart (33%).
- Most of the respondents (62%) feel difference between online shopping and direct shopping.
- Maximum respondents (43%) got their products earlier.

- Most of the respondents are (83%) satisfied with the service provided by the customer support team.
- Most of the respondents (64%) got their exact product ordered.

49.4% strongly agree that they will buy products again from the same online store, 33.3% agree that they will buy products again from the same online store and 17.3% neutrally agree that they will buy products from the same online store. Most of the respondents (78%) that they will buy products again from the same online store, (22%) that they will buy products from the same online store.

Suggestions

Working condition of the product should be checked properly before delivering the product. Customer support has to be improved to provide quality products with reasonable price since people look for both.

CONCLUSION

The analysis reveals that respondents click on advertisement if ads look interesting. From the study it is clear that most of the respondents purchase once in a six month. When the online shopping is compared with traditional shopping, most of the consumers prefer online shopping over traditional shopping. Most of the respondents prefer amazon for online shopping. Most of them had low trust towards online shopping. From the study it is clear that people purchase based on the quality of the product from online shopping sites. Most of the respondents are moderately confident about online shopping and are concerned about the privacy of online shopping. Majority of respondents believe that online shopping is cost effective and time saving. From the study it is clear that product purchased through online shopping is delivered on time. The analysis reveal that online shopping sometimes provide after sales service. Most of them agreed that they will buy products from the same online store if they are satisfied with their products.

Online shopping is becoming common in today's life. The study indicates that most of the customer having experience of online shopping. The customer awareness of online shopping varies from person to another person. Most of the consumers prefer to buy some selected products online because they will get heavy discounts in comparison to store purchases. Also, the consumers feel that there are good websites available which can be trusted for purchases. The consumers perceive that

shopping online gives them larger options to choose from. Shopping online is very convenient as one has to just open a laptop or PC to shop rather than getting ready and pass through rush hour traffics. Shopping online saves time and money along with lesser effort is required in comparison to store purchases. Consumers feel that carrying cash or credit cards all the way to the store is meaningless if one can purchase the same product from their home. The educated consumers are aware of the buying procedures online which they feel are pretty simple. The only worry of consumers is regarding the trustworthiness of some websites since they have to give their credit card details to shop online. Many of the consumers are aware of the various online scams due to which they are very concerned and reluctant while providing their credit card information online. Also, the online purchases take a longer time in shipments and deliveries. The psychology of an Indian consumer is still the same as of checking the product physically before purchasing it, which creates a mental hurdle for online shopping.

REFERENCES

- Blackwell R., Miniard, P. and Engel, J. (2006). Consumer behaviour. Mason: Thompson. Cialdini Robert
- Day, R. L., & Landon, L. (1977). A comprehensive study of satisfaction with consumer services. *Consumer satisfaction, dissatisfaction and complaining behavior*, 64-70.
- Egan, J. (2007). Marketing Communications. London: Cengage Learning.
- Gabbott, M. and Hogg, G. (1998), Consumers and Services, Chicester: John Wiley and Sons
- Gupta, N., & Jain, R. (2017). Consumer behavior towards e-commerce: Online Shopping. *International Journal of Science, Technology & Management*, 1 (3), 6.
- Jarvenpaa, S. L., Tractinsky, N., & Vitale, M. (2000). Consumer trust in an Internet store. *Information technology and management*, 1, 45-71.
- Jayaprakash, K., & Pavithra, A. (2017). Rural customer satisfaction towards online shopping in Pollachi Taluk. *International Journal of Interdisciplinary Research in Arts and Humanities*, 2(1), 177-182.
- Jukariya, T., & Singhvi, R. (2018). A study of factors affecting online buying

- behavior of students. *International journal of current microbiology and applied sciences*, 7(1), 2558-2565.
- Kinker, M., & Shukla, N. K. (2016). An analysis of consumer behaviors towards online shopping of electronic goods with special reference to Bhopal and Jabalpur city. *International journal of innovation and applied studies*, 14(1), 218.
- Kothari, P. P., Maindargi, S. S., Pritam, K. P., & Shivganga, M. S. (2016). A study on customers attitude towards online shopping in India and its impact: With special reference to Solapur city. *International Journal of advance research, ideas and innovations in technology*, 2(6), 1-10.
- Kotler, P. and Keller, K. (2011). *Marketing Management*. London: Pearson Education, Ed. 14.
- Kumar P. (2010). *Marketing of Hospitality & Tourism Services*. Tata McGraw-Hill Education.
- Niharika and Satinder (2015). A study of Internet Marketing in India: Challenges and Opportunities. *International Journal of Science Technology and Management*, Vol. 4, No.11, 15-37.
- Rotich, J. K. A., & Mukhongo, A. (2015). Effects of Internet Marketing Strategies on Sale of Communication Services. A Case Study of Telkom Kenya-Eldoret Branch. *International Journal of Scientific and Research Publications*, 5(10), 1005-1019.
- Schiffman L., Hansen H. and Kanuk L. (2007). *Consumer Behaviour: A European Outlook*. London: Pearson Education.
- Sen, R. A. (2014). Online shopping: A study of the factors influencing online purchase of products in Kolkata. *International journal of management and commerce innovations*, 2(1), 44-52.
- Shanbhog, M., Singh, M., & Mishra, S. (2016). Study on Customer's attitude towards Online firms based on their Service Reputation. *International Journal of Computer Science and Information Technologies*, 6(4), 3955-3960.
- Solomon, M. (1995). *Consumer Behaviour*. New Jersey: Prentice Hall, Ed.
- Stallworth, P. (2008). *Consumer behaviour and marketing strategic*. Online.