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A Study On Awareness Of E-Commerce And Consumer Approach Towards Purchasing Electronics Online With Respect To Valsad District

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Abstract:

The target of this study was to understand consumer awareness in e-commerce and their behavioral approach towards purchasing electronic products online. The target area is the Valsad district area from amongst all the age groups. Research with help of a survey to total 50 participants in Areas of Vapi, And Valsad was conducted. Convenient sampling method was used to collect responses and appropriate analytical tools were used to draw results. The findings of the survey show that both the number of consumers who use the Internet for both Using E-commerce services And Purchasing Electronic Products Online through Internet is steadily increasing in the area of this study.

Keywords: Awareness, E-commerce, Consumer Approach, Electronics, Online Shopping

Introduction:

The internet is growing at an increased rate since last couple of decades, and with it digital economy is also becoming popular throughout the world. Development of internet, quickly saw growth in web users and internet connection speed, and due to advancements in technologies people can see images and details of the products online which drew consumer's attention from traditional to online market. This trend of online shopping is growing even more popular day by day. For which the major reason is the benefits which come from internet. Internet makes shopping convenient by providing information at the touch of finger and also makes possible to compare products and their prices to make decision making process easy. Secondly internet provides information on sale of products through use of multimedia which enriches the product experience. However, online shopping also has potential risks for the customers, like safety of payment, and after sale services. Development of internet has also made cashless payment a trending way for purchasing goods. Online payment increases consumers efficiency, at the same time, it can become potential threat too.

This study sheds a light on awareness of E-commerce and consumer's behavior towards purchasing electronic goods through online shopping and the reasons behind it.

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Research Objective

1. To Measure Awareness Of E-Commerce in People
2. To Know Consumer Behavior Towards Purchasing Electronics Online
3. To Find Out Whether gender And Age Have Any Influence In Consumers Behaviour Towards Online purchase Of goods

Literature Review:

Solomon (1998) : analyzed consumer approach and announced that it is a research of process which involves selection, purchase, use or disposal of products or services to satisfy needs and desires.

Mathwick et al., (2001) concluded that Online shopping features can be either consumers' perceptions of functional and utilitarian dimensions, like "ease of use" and "usefulness", or their perceptions of emotional and hedonic dimensions like "enjoyment by including both utilitarian and hedonic dimensions, aspects from the information systems or technology literature, as well as the consumer behavior literature are integrated in our framework.

Shahriar Azizi and Masoud Javidani (2010): E-Shopping Intention is not affected by perceived benefits. -E-shopping intention has positive impact on attitude towards online shopping in Iran. The results showed that Iranian users have not confronted any risky situations while shopping online.

Research Methodology

In this survey total 50 respondents participated ,Samples are taken as per area sampling and convenience.

Sampling Method : Convenience Sampling & Random Sample (

Data Analysis : SPSS (Statistical Package)

Hypothesis, Data Analysis & Interpretation

H₀: There is no relationship between gender and usage of online shopping

H₁: There is relationship between gender and usage of online shopping

The Following Describes You Best * Do You Use Online Shopping? Crosstabulation

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		Do You Use Online Shopping?		
		No	Yes	Total
The Following Describes You Best	Female	3	1	15
	Male	3	0	35
Total		6	1	50

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.000 ^a	2	.223
Likelihood Ratio	3.158	2	.206
N of Valid Cases	57		

a. 4 cells (66.7%) have expected count less than 5. The minimum expected count is .33.

Interpretation: From the Sampling We can Conclude that There is No relationship between gender and usage of online shopping. value of p is greater than 0.05 thus H_0 will be accepted.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Rate Your User Experience	49	1	5	3.94	1.029
Valid N (listwise)	49				

Interpretation: The majority respondents response is between neutral and good its mean value is 3.94 so we can conclude that respondents have good experience with e commerce

Findings:

1. The online shopping is getting popular among the young generation as they feel it more comfortable, time saving and convenient.
2. It is analyzed from the survey that when a consumer makes a mind to purchase online goods he or she is affected by multiple factors. The main crucial identified factors are time saving, the best price and convenience.
3. The main barrier in the process of online shopping is the safety issue.
4. Respondents Using The online shopping are overall satisfied with the prices, delivery etc.

Limitations Of The Study:

Although the objective of the study is met, but still there are some limitations of the present study.

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- Firstly, the study conducted is limited to online consumers of Vapi
- Secondly, the numbers of variables selected for the present study are few in number.
- Finally, the results are subject to common limitation of accuracy of response.

Conclusion and suggestions

An attempt was made by researchers to study the present status of online shopping. 50 respondents from vapi city were selected. Opinion from these respondents was collected with the help of well-structured questionnaire. With the help of Data analysis and interpretation finding were drawn by researchers. With the help of findings following conclusion and suggestions were drawn by researchers

1. Companies Should Make Customer Aware About the privacy and security measures implemented by them so that they feel safe to use e commerce
2. In case of electronics after sale services play a major role in customer satisfaction thus companies should improve their after sale service policy to ensure maximum customer satisfaction

From the above discussion, it is concluded that future of online shopping in India looks very bright. Online shopping give customers best alternative to save money and time. Companies Offers detail product information, easy mode of payment, facility of comparison of price and very important completely hassle free shopping experience. Success of online shopping depends on its popularity, its brand image and its unique promotional policies.

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