

A STUDY ON CUSTOMER PERCEPTION & AWARENESS TOWARDS E-COMMERCE SHOPPING APPS WITH SPECIAL REFERENCE TO RURAL YOUTH

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ABSTRACT:

In present days, Commerce made business a very convenient. Businessmen choose commerce for buying and selling of goods and services to earn maximum profits. Business can be done in each and every corner in India and world because of E- Commerce and service sector. Service sector includes infrastructure, and transportation, internet services, Insurance, etc. In service sector E - Commerce is also a part. E-commerce is an activity of electronically buying and selling of goods and services among an entity or the individuals with the help of internet. There are various platforms for doing E- Commerce business. Among them shopping apps are one among them. They are designed to do E-commerce activities. Based on E- Commerce activities a study is conducted. “A study on customer perception and awareness towards E- Commerce shopping apps with special reference to rural youth” is conducted to find customer perception towards e-commerce shopping apps, to determine awareness towards E-commerce shopping apps among the rural youth, to find the issues encounter while using E- Commerce apps for shopping and to know the expectations of customers while doing E-Commerce shopping. In this research data is collected in two sources ie: Primary data and secondary data. It is an experimental research so primary data is collected through well-structured questionnaire. Secondary data is collected from published journals books, articles websites, etc. The study is conducted on rural youth. So, sample is collected from rural population especially rural youth. The sample size is 50 rural customers. The analysis is done on data collected by using statistical tools, mathematical tools, etc. Tools like tabulation, pie charts, bar charts, percentage method, measures of central tendency, etc. The sample and hypotheses is tested by using Chi square test. Finally, the conclusion, findings and suggestions are drawn based on research done.

Keywords: E-Commerce, Business, Service sector, shopping apps

INTRODUCTION

In India traditionally people use to buy and sell the products in market place. They use barter system to purchase and sell the produced products. After introduction of money as a medium of exchange it has become easy to do buy and sell the products. Measurement of products and fixing the price to product made very convenient to businessmen to do commerce and to earn profit.

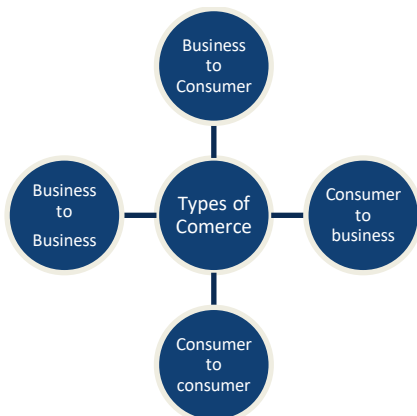
Commerce and aids of commerce helps the Indian economy to circulate the goods and services to the needy customer. “Commerce is an activity of buying and selling of Goods and services with a medium of exchange called money from one entity to other entity and from one individual to other individual.” Aids to commerce helps commerce to do activities very smoothly without any interruption.

Commerce made business very convenient. Businessmen can choose better option for purchasing and selling of goods and services to earn maximum profits. Business can be done in each and every corner in India because of service sector. Service sector includes infrastructure, transportation, internet services, insurance, etc. As services sector is playing major role in all sectors. Commerce activities are also upgraded with the help of service sector. It is called E-Commerce.

E-Commerce is an activity of electronically buying & selling of goods and services over an Internet. (“E-Commerce,” 2018) E-commerce also involved in Mobile Commerce, Electronic fund transfer (EFT), supply chain management, internet marketing, online transaction processing, etc. E-Commerce transaction is done with the help of internet. Buying and selling of goods can be done through online by using internet. Eg: Amazon, Flipkart, Olx, Angel brokers, etc.

There are three areas of E-Commerce a) online retailing b) Electronic Markets c) Online auctions. E-commerce makes the customer to buy and sell the product and services online & pay online. This makes one transaction cycle. Commerce is the accumulation of several transactions for a given industry.

Types of Commerce:



Source: Primary Data

- a. **Business to Customer:** A business directly sells goods & services to the end consumer. It is as we make regular purchases for our day- to- day requirements Eg: Retail shops, etc.
- b. **Consumer to Consumer:** In this business, consumer sells goods & services to another consumer on an online platform designed for such business. Eg; Olx.com, Angel brokers, Etc.
- c. **Business to Business:** In this business, business entity sells the goods & services to another business entity for end consumption or to resell the products. Eg: Starbucks, walmart, etc.
- d. **Consumer to Business:** It is a new model, where individual consumer sells the goods and services to the business. Eg: moster.com, Indeed.com, Google AdSense, career building apps, etc.

Advantages of E- Commerce:(“Types of E-Commerce,” 2023)

- a. Time saving
- b. Reduce operating cost
- c. Connect people all around the world
- d. 24/7 shopping services
- e. Online advertising
- f. Product pricing and comparing
- g. Flexible for customers for making choice
- h. Faster buying & selling process

Usage of E- Commerce:(“E-Commerce,” 2018)

- a. E- shopping
- b. E- banking
- c. E- marketing
- d. M- commerce
- e. Electronic tickets
- f. Group buying
- g. Online auction
- h. Social networking

LITERATURE REVIEW

A Study on Online Shopping behaviour through Mobile Applications in Kolhapur City:(Parmar et al., 2013)In this study, Shopping online through smart phones is proving to be game changer and industry leaders believe that mobile commerce could contribute up to 70% of their total revenue. So, considering the need of an hour the research is attempted to focus on the people’s behaviour regarding the Online Shopping through mobile Apps. This paper concluded with respondent’s behaviour as clothing’s & footwear items are most purchased, Quality & brand are the most important factors which effects on the shopping decision and respondents are highly satisfied towards products and services offered on online mobile shopping Apps.

Creation of a conceptual model for Adoption of Mobile Apps for shopping from E-Commerce sites: (*Creation of a Conceptual Model for Adoption of Mobile Apps for Shopping from E-Commerce Sites—An Indian Context* | Elsevier Enhanced Reader, n.d.) This paper attempts to define how the usage of mobile apps caters to specific consumer needs. Needless to say, these specific consumer needs have evolved over time. As new digital ways by which organisations can interact with consumers emerge, it is important for researchers to study each specific tool (in this case, an app) in detail to understand how the unique functionalities of the tool benefit the consumer. As E-Commerce and M-Commerce recreate new marketing paradigms for organisations, it will be vital to study the performance of these across different industry verticals. Needless to say, it is the performance of the apps and their adoption by consumers in their respective business domains which will define the future course of action for Marketing.

U.S. consumer m-commerce involvement: Using in-depth interviews to propose an acceptance model of shopping apps-based m-commerce: (*U.S. Consumer m-Commerce Involvement*, n.d.) The in-depth interviews revealed why the participants have engaged in shopping app-based-commerce, their perceptions toward m-commerce, and their unique experiences with it. The major findings reveal several themes that emerged from the data analysis. Almost all participants considered themselves heavy users of their smartphones; they used their mobile phones between one hour and five hours per day. They also indicated that they use their mobile phones for almost “everything.” The activities mentioned by the participants include calling, texting, checking and updating various social media accounts, emailing, web browsing, listening to music, taking photos, checking news/weather, watching videos with the YouTube app, social networking, sending and receiving money, and shopping.

From the above studies I found the research gap that customers are preferring and aware towards various E-Commerce tools for satisfy there wants. It has been found and study is on the topic- “A STUDY ON CUSTOMER PERCEPTION & AWARENESS TOWARDS E-COMMERCE SHOPPING APPS WITH SPECIAL REFERENCE TO RURAL YOUTH”.

OBJECTIVES:

1. To study the customer preference towards E-Commerce shopping apps.
2. To determine awareness towards E-commerce shopping apps among rural youth.
3. To find the issues encountered while using E-Commerce apps for shopping.
4. To know the expectations of customers in E-commerce shopping apps.

SIGNIFICANCE:

1. The study helps us to know the preference towards E-commerce shopping apps which leads to improvement in rural infrastructure.
2. The study focused on awareness among rural youth and usage of shopping apps.
3. It helps us to know E-commerce shopping apps usage and benefits.
4. It helps to take necessary measures to improve innovation and digitalization in rural area.
5. It describes details related to e-commerce and its implication among rural youth.

6. It helps the MNC's to improve facilities in rural areas by making awareness about digital technology.

SCOPE:

- The sample size of the study is limited to “50” rural youth customers.
- The study restricted to the customer preference, expectations, awareness and issues encountered while doing E- Commerce shopping apps.
- The study focused only on E- Commerce shopping apps and not on other activities.
- The study is completely done on rural population.

RESEARCH METHODOLOGY:

Primary data: Primary data are obtained by a study specifically designed to fulfil the data the data needs of the problem at hand. Such data are original in character and are generated in large number of surveys conducted mostly by government and also by some individuals and research bodies.

In this study primary data collected is in the form of well-structured questionnaire which was filled by the Andhra Bank customers.

QUESTIONNAIRE:

Questionnaire under this study is a list of questions pertaining to the study is prepared and sent to various respondents. The questionnaire contains various questions and provides space for answers. Request is made to the respondents through a letter to fill up the questionnaire and send it back within a specified time. In this study for collecting the data well-structured questionnaire is designed to analyse and interpret the data.

Secondary data: Data which are not originally collected but rather obtained from published or unpublished. It constitutes the chief material on the basis of which statistical work is carried out in many investigations.

In fact, before collecting primary data it is desirable that one should go through the existing literature and learn what is already known of the general area in which the specific problem falls and all surrounding information that may give us leads and lessons.

In this study Secondary data is collected from various sources like reference books, textbooks and from official sites related to banks.

HYPOTHESIS:

Hypothesis Testing:

A Hypothesis is an assumption that is made based on some evidence. This is initial point of any investigation that translates the research questions into predictions. It includes components like variables, population and the relation between the variables. Hypothesis tests are normally referred to as a. Null hypothesis b. Alternative hypothesis. The following were Research

Hypothesis formulated for testing the study:

1. There is no significant effect between usage of online shopping apps and gender

SAMPLING TECHNIQUES:

SAMPLING METHODS:

In this study, sample is obtained by using simple random sampling and judgement techniques in which each and every unit of the population has an equal opportunity of being selected in the sample. In simple random sampling which items get selected in the sample is just a matter of chance personal bias of the investigator does not influence the selection. It should be noted that the word random does not mean haphazard or hit or miss it rather means that chance only determines which items shall be included in sample.

SAMPLE SIZE:

An important decision that has to be taken in adopting a sampling technique is about the size of the sample. Size of the sample means numbers of sampling units selected from the population for investigation.

In this study the sample size is “50” Rural youth customers. It is more than “30” respondents and it is considered as large sample.

ANALYSIS AND INTERPRETATION OF DATA ANALYSIS OF DATA:

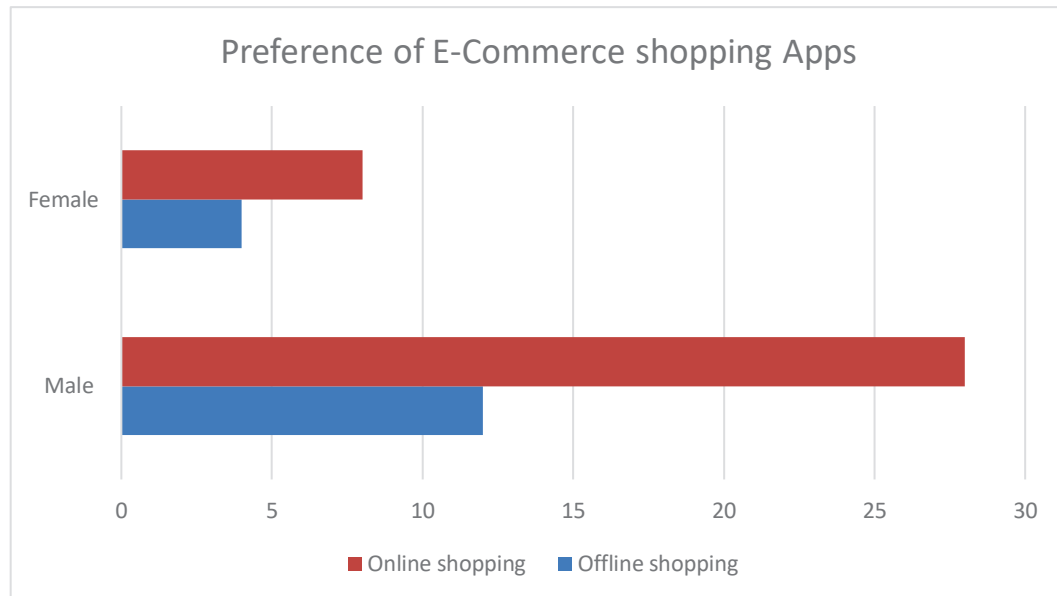
The technique used for interpretation the detail percentage method. Percentage method is technique which analyse the data in numerical. It helps to compare one variable with other. With this analysis we can easily draw the inference from the data. In this study interpretation is done through Tables and Pie charts. The table is used to convert the raw data into a structured form so, that everyone can easily analyse the data and can draw conclusions. Pie chart is other form of interpretation of the data. It is in chart form. By observing the chart, we can analyse the data. Tables and pie chart are time saving techniques to interpret and analyse the study.

Table no: 1

Factors	Offline shopping	Online shopping	TOTAL
Gender:	Frequency	Frequency	
Male	12	28	40
Female	2	8	10
Total	14	36	50

Source: primary data

Figure No: 01



Source: Primary data

From the above table and bar diagram it can be observed that the respondents of different gender and their preference towards E-commerce shopping apps. In this Male customer are high in usage of E-commerce shopping apps as compared to Female.

CHI-SQUARE:

In this study it was observed that users of online shopping are higher. So, to know whether there is any association between online shopping apps and gender, apply chi-square to find association.

The chi-square test is one of the simplest and most widely used non-parametric tests in statistical work. The symbol χ^2 is the Greek letter CHI. The chi-square test was first used by KARL PEARSON in the year 1900. The quantity χ^2 describes the magnitude of the discrepancy between theory and observation. It is defined as:

$$\chi^2 = \sum (O-E)^2 / N$$

STEPS: To determine chi-square

1. Calculation the expected frequencies. In general, expected frequency for any cell can be calculated from the following equation

$$E = RT \cdot CT / N$$

2 Take the difference between observed and expected frequencies and obtain the square of the difference.

3 divide the value $(O-E)^2$ obtained in step 2 by the respected frequency and obtain total $\sum [(O-E)^2 / E]$. This gives the value of χ^2 which range from 0 to infinity.

If chi-square is zero it means that observed and expected frequencies are completely coinciding. The greater the discrepancy between the observed and expected frequency, the greater will be the value of chi-square.

Let us take NULL HYPOTHESES that there is no significant difference between preference of shopping apps and gender.

Degree of freedom is 1, chi-square 5%= 3.84

Table of observed frequency:

Attributes	Offline shopping (A)	Online Shopping(α)	Total
Male(B)	12	28	40
Female(β)	2	8	10
Total	14	36	N=50

Expected value (AB) = $RT \cdot CT / N = 11.2$

Expected value (αB) = $RT \cdot CT / N = 28.8$

Expected value ($A\beta$) = $RT \cdot CT / N = 2.8$

Expected value ($\alpha\beta$) = $RT \cdot CT / N = 7.2$

Table of expected frequencies:

11.2	28.8	40
2.8	7.2	10
14	36	N=50

OBSERVED(O)	EXPECTED(E)	$(O-E)^2$	$(O-E)^2/E$
12	11.2	0.64	0.057
28	28.8	0.64	0.022
2	2.8	0.64	0.228
8	7.2	0.64	0.088
			$\sum(O-E)^2/E = 0.395$

$X^2 = \sum [(O-E)^2 / E] = 0.395$

$v = (r-1)(c-1) = (2-1)(2-1) = 1$

$v=1, x^2_{0.05}=3.84$

Calculated chi-square value is 0.395 less than table value 3.84. So, null hypothesis is accepted.

There is no significance difference between gender and preference of shopping apps. It means null hypothesis is accepted.

FINDINGS, CONCLUSIONS AND SUGGESTIONS

Findings:

In the study “A STUDY ON CUSTOMER PERCEPTION & AWARENESS TOWARDS E-COMMERCE SHOPPING APPS WITH SPECIAL REFERENCE TO RURAL YOUTH” the following are the findings:

- In this study it was found that UG/PG customers are more when compare to other customers and there are aware of online shopping.

- The most of the respondents of different income groups and their preference towards E-Commerce shopping apps are Income group of 0-2lks are using offline shopping (visiting malls, shops etc), 2lks-4lks are using both online and offline shopping, 4lks-6lks and 6lks-8lks prefer online mode.
- The respondents of different age groups and online shopping apps preference. Age of 0-10 using Amazon, 10-20 using Amazon, Flipkart, Jio-Mart and Myrta, 20-30 using Amazon, Flipkart and Jio-Mart, 30-40 are using Jio-Mart shopping.
- The respondents of different education qualification and their awareness towards E-commerce shopping apps. The respondents with qualification of SSC are using Offline shopping, HSC are using Online and offline shopping, graduation is using Online shopping and other respondents are using both Online and offline.
- The issues encountered during online shopping by the rural youth are security issues, payment issues, and fake product delivery.
- The expectations of the rural customers are product details, pre and post purchase services, product demos and details and customer awareness.

Conclusions:

In this study “A STUDY ON CUSTOMER PERCEPTION & AWARENESS TOWARDS E-COMMERCE SHOPPING APPS WITH SPECIAL REFERENCE TO RURAL YOUTH” it has been analysed that there are some factors which are influencing consumer preference in choosing E-commerce shopping apps are age group, income levels, occupation, qualification. All these factors are analysed and interpreted in table. The age group of 20-30 are more and they preferred online shopping.

The issues which are encountered by the customers while doing E-Commerce shopping apps are Operating of application, Product details, Delivery of product, Security issues (personal data), Fake product delivery, Payment issues. With the help of analysis, it can be found that issues encountered during online shopping by the rural youth are security issues, payment issues, damaged product delivery.

There are some expectations of the customers from the bank Discount price, Cash back/ coupons, Product demos (Usage, information, etc.), Consumer Awareness (Frauds, issues, etc.), post-purchase services (Warranties, Guarantee, etc.), Purchase services (installation & delivery charges, Etc.). It can be found that expectations of the rural customers are product details, pre and post purchase services, product demos and details and customer awareness.

Suggestions:

- From this study it is suggested that awareness should be spread among rural youth by arranging camps, advertising, promotions, etc.

- Further study suggested that maximum rural youth has mostly given preference to E-Commerce shopping apps.
- The study suggests that expectation of the customers is the innovation of technology in shopping apps, cash backs, pre and post purchase services for online purchases.
- The study suggests that issues faced by customers like fake product delivery, operation of apps, etc. to be resolved by adopting strong security measures.

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Appendices:

Questionnaire

“A study on customer perception and awareness towards E-Commerce shopping apps with reference to rural youth”

Q1. Name _____

Q2. Education qualification

a. SSC b. HSC c. UG/PG d. Professional/ Diploma courses

Q3. Age

a. 0-10 b. 10-20 c. 20-30 d. 30-40

Q4. Occupation

a. Student b. Employee c. Businessmen d. Farmer

Q5. Income

- a. 0-2lakhs b. 2-4lakhs c. 4-6lakhs d. 6-8lakhs

Q6. How often you do shopping

- a. Weekly b. Monthly c. Festivals d. On Occasions

Q7. Which mode of shopping you prefer?

- a. Offline mode b. Online mode

Q8. Are you aware of E Commerce shopping apps?

- a. Yes b. No

Q9. Which online shopping apps you prefer the most?

- a. Amazon b. Flipkart c. Myrta d. Jio-Mart e. Mesh f. Snapdeal

Q10. What are the issues encountered during online shopping?

- a. Operating of application
- b. Product details
- c. Delivery of product
- d. Security issues (personal data)
- e. Fake product delivery
- f. Payment issues

Q11. What are the expectations of customers while doing online shopping?

- a. Discount price
- b. Cash back/ coupons
- c. Product demos (Usage, information, etc.)
- d. Consumer Awareness (Frauds, issues, etc.)
- e. Post-purchase services(Warranties, Guarantee, etc.)
- f. Purchase services (installation & delivery charges, Etc.)

Q12. Rating

- a. Superior b. good c. Fair d. Poor