

# Customer's perception towards online shopping, a special reference to rural area, at Vengara region, Kerala.

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## Abstract.

*The aim of this paper is to understand the people attitude towards online shopping with a special reference to rural area. We were collected direct responses through structured questionnaire covering various aspects of online shopping such as awareness, attitude and difficulty of customers while using digital platform. Almost everyone co-operated with us when we choose convenience sampling as the sampling technique, and fixed the sampling size at 50 propel from vengara region. When examining the literature related to the study, it was observed that although there have been a lot of studies on online shopping, there are very few studies focusing on people in rural areas. Policies of India government, especially the Digital India initiative, have further accelerated online shopping in rural areas. Above all, the covid-19 pandemic has led to two lockdown in India, which has fuelled the prospect of online shopping. From this study, we realised that although a good percentage of people are satisfied with online shopping, few are disappointed due to ignorance and fear.*

*Keywords; Digital platform, online shopping, people attitude.*

## Introduction to the study.

As per recent statistics, more than half of world's population is using the internet 55.8 percentage (ourworldindata.org-2018). India is ranked second in terms of internet usage amongst the countries (nbctv18.com- 2012). Certain policies of central government have led to the strengthening of the digital revolution in India. In 2015, central government launched digital India with the object of providing high speed internet in every part of the country and improvising the online infrastructure. Demonstration of ₹500, and ₹ 1000 currency have created advantageous situation for adoption of electronic payment system in India. Moreover the lockdown caused by the covid-19 pandemic situation has brought people closer to the online platform.

In modern times, consumers rely more on online shopping than conventional shopping. There are many reasons for that, some of them are convenience, reasonable price and time saving.

Even though in-store shopping have many challenges such as lack of personalisation, missing or fake reviews, lack of security, hidden charges etc...(Prefix box blog.com, pigeon Tyrel). In this context, this study seeks to know attitude of rural people towards online shopping, and try to identify the constraints faced by customers while approaches online platforms.

## Objectives.

- To study the perception of customers towards online shopping
- To know various factors influencing online shopping.
- To identify the problems faced by the customers while online shopping.

## Statement of the problem

Undoubtedly, the biggest revolution of the last century is the internet. As a result of increasing popularity of internet, the traders today are able to deliver goods and services to the doorsteps of customers. India ranks second among countries in the world in terms of internet usage. At the same time, Kerala is the first digital state in India (financial express.com, February 28; 2016). Internet connection is available in almost every village in Kerala. Vengara is one of the fastest growing village in Malappuram district. There is favourable infrastructure for fast delivery of goods and services to customers. Even though some people approach online shopping with trepidation. In this context, it is relevant to know the perception of rural people towards online shopping is a matter of analysis.

## Research Methodology.

### Research design.

The study were conducted in a descriptive in nature.

### Sampling design.

Convenience sampling is adopted.

### Sample size.

50 people from vengara region

### Sources of Data.

- Primary data collected from respondents by using structured questionnaire.
- Secondary data collected from published sources like text books, journals, articles, internet etc..

### Tools for data Analysis.

Percentage analysis.

### Tools for data presentation.

Tables, charts like bar chart and pie chart.

## Results

### Data analysis and interpretation.

**Table;1. Classification of respondents by sex**

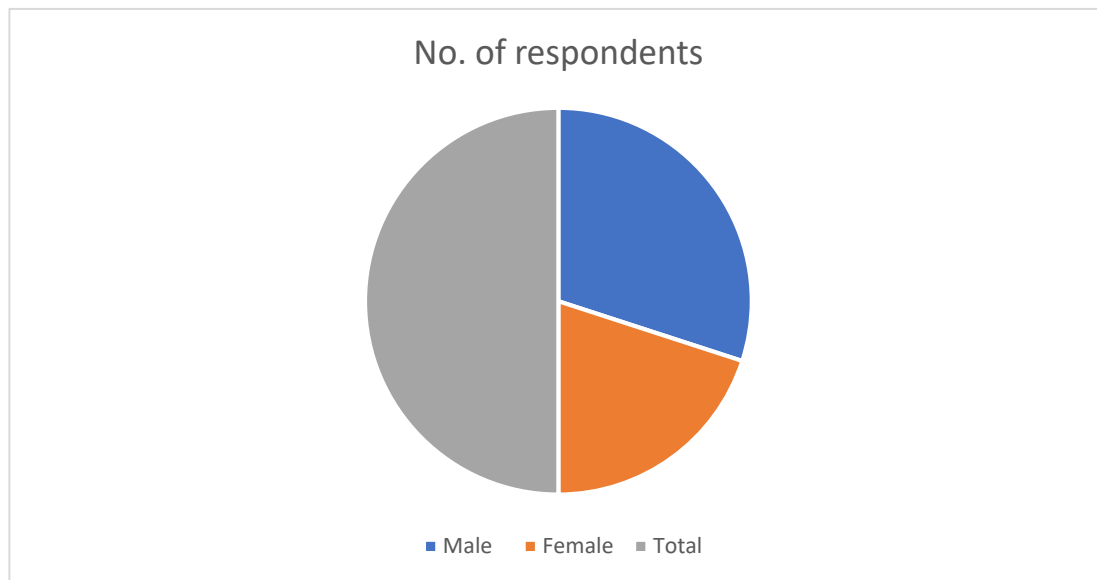
Male	30	60
Female	20	40
Total	50	100

Source: primary data. Sample size:50

### Interpretation;

The above table (1) gives information regarding gender of respondents of which 60% male and 40% females.

**Chart 1: Classification respondents by Sex**



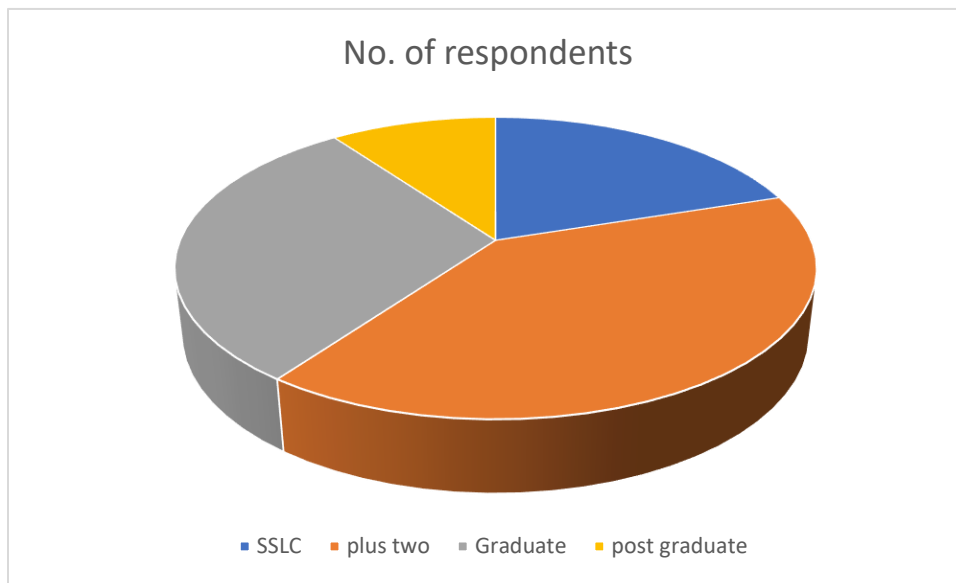
**Table 2: classification of respondents by education.**

Qualification.	No. of respondents	%of respondents
SSLC	10	20
plus two	20	40
Graduate	15	30
post graduate	5	10
Total	50	100

Source; primary data. Sample size ; 50

**Interpretation;** The above table shows educational qualifications of respondents of which 20% are as having SSLC as qualification, 40% are plus two, 30% are graduate and remaining 10% of the respondents having post graduate as educational qualification.

**Chart 2; Education qualifications of respondents.**



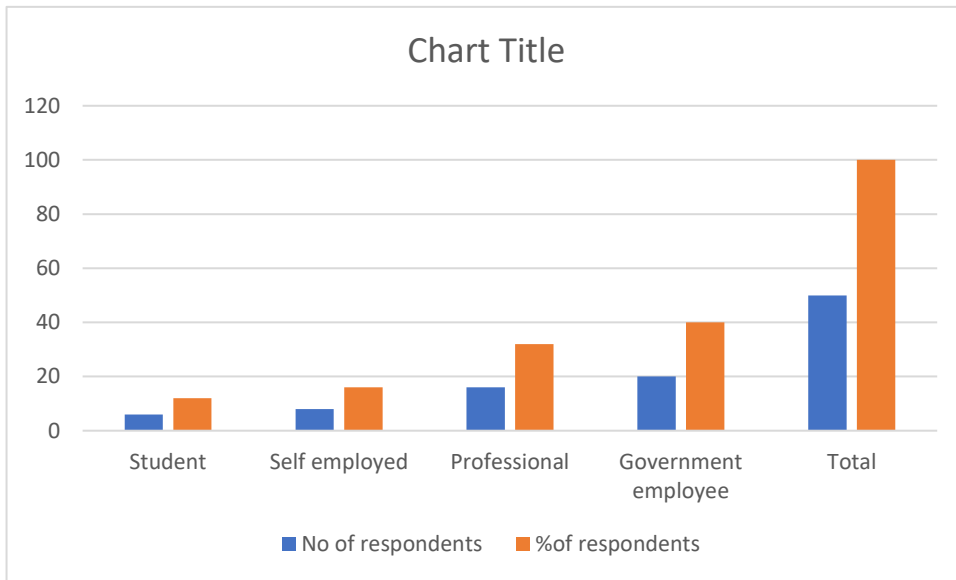
**Table 3; classification of respondents by occupation.**

Occupation	No. Of respondents	%of respondents
Student	6	12
Self employed	8	16
Professional	16	32
Government employee	20	40
Total	50	100

Source; primary data      sample size; 50

**Interpretation;** the above table shows occupation of respondents; 40% of respondents are government employees, 32% are professionals, 16% are self employed and the remaining 12% are students.

**Chart 3; occupation of respondents**

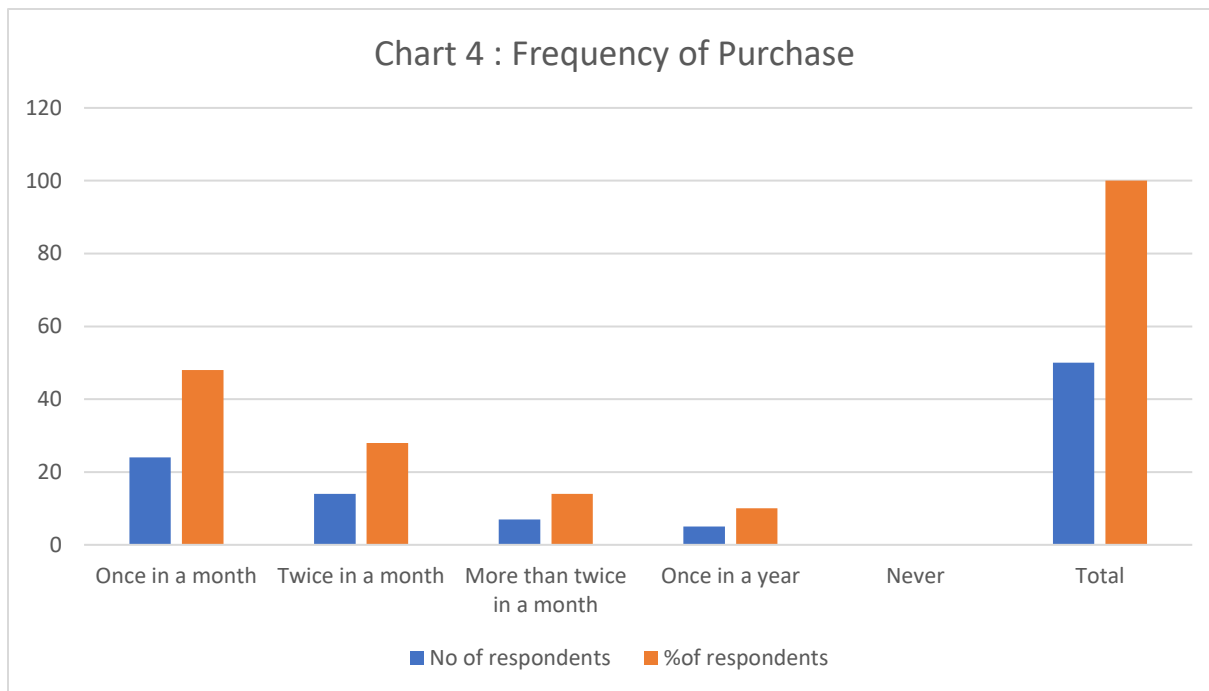


**Table 4. Frequency of purchase through online.**

Frequency of purchase	No of respondents	%of respondents
Once in a month	24	48
Twice in a month	14	28
More than twice in a month	7	14
Once in a year	5	10
Never	0	0
Total	50	100

**Source: primary data. Sample size: 50**

**Interpretation;** The above table(table 4) shows the frequency of purchase through online platforms of the respondents, 48% of the respondents are purchasing once in a month, 28% are twice in a month, 14% are more than twice in a month, and the remaining 10% are purchasing once in a year.



Source: primary data. Sample size; 50

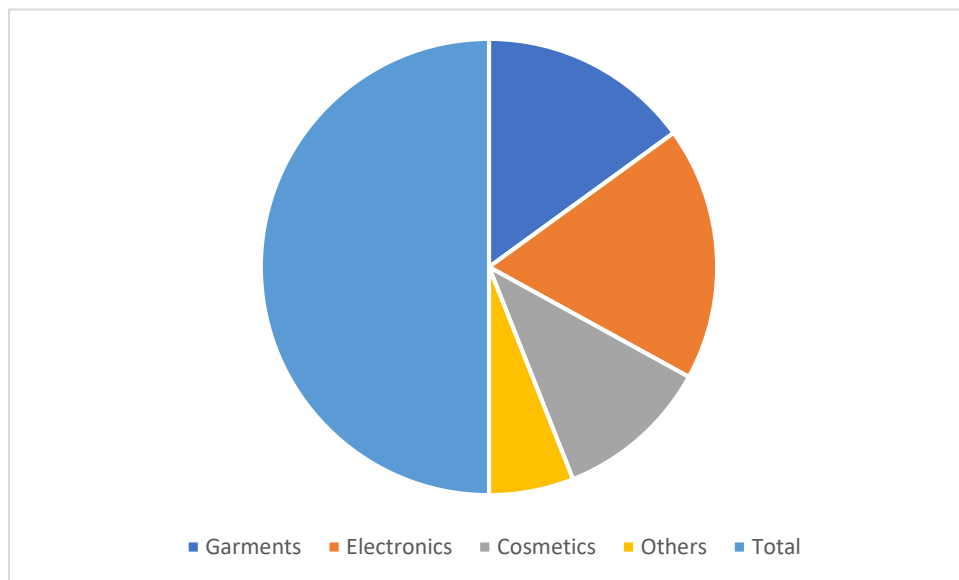
Table 5. Customer preference on products

Type of product	No of respondents	%of respondents
Garments	15	30
Electronics	18	36
Cosmetics	11	22
Others	6	12
Total	50	100

Source; primary data. Sample size; 50

**Interpretation;** The above table shows (table 5) customer preference on products while shopping through online, 36% of the respondents are prefer electronic items, 30% are garments, 22% are cosmetics and remaining 12% prefer other products including luxuries.

**Chart 5. Consumer preferences on products**



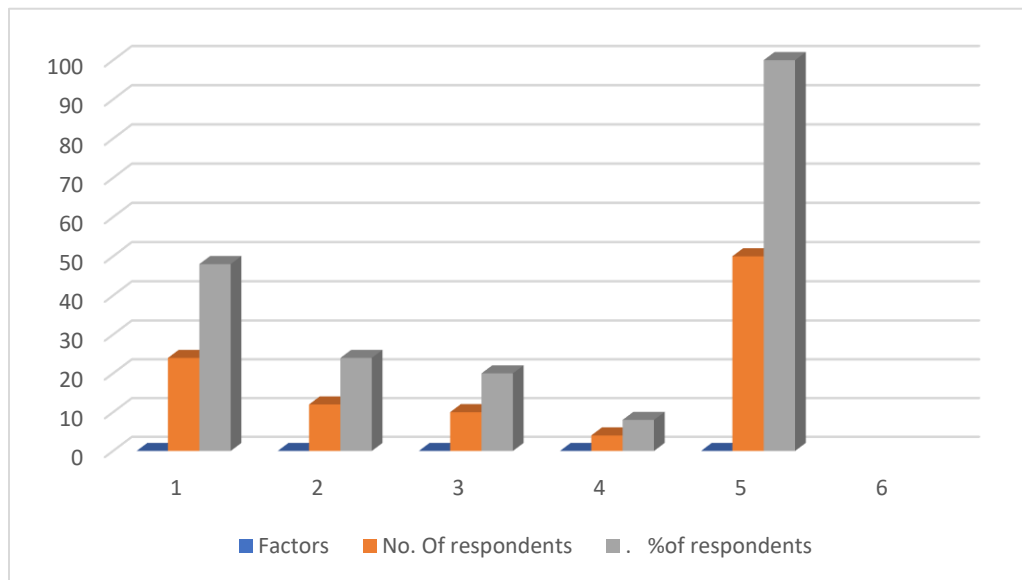
**Table 6. Reasons for choosing online shopping.**

Factors	No. Of respondents	%of respondents
Convenience	24	48
Save time	12	24
Wide range of choice	10	20
Others	4	8
Total	50	100

Source; primary data. Sample size 50

**Interpretation;** The above table ( table6) shows various reasons for choosing online shopping, of which, 48% of the respondents are

**Chart 6. Reasons for choosing online shopping.**



**Table 7. Satisfaction level of respondents.**

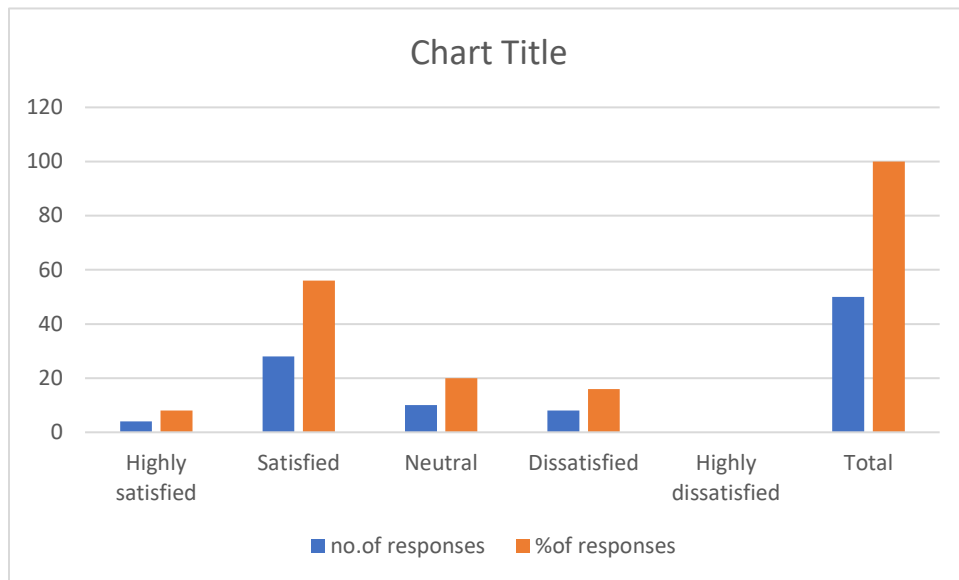
Level of satisfaction	no.of responses	%of responses
Highly satisfied	4	8
Satisfied	28	56
Neutral	10	20
Dissatisfied	8	16
Highly dissatisfied	0	0
Total	50	100

**Source; primary Data. Sample size: 50**

**Interpretation;** The above table(table 7) shows the level of satisfaction regarding online shopping, of which, 56% of the respondents are satisfied, 20% are neutral, 16% are dissatisfied while, 8% of the respondents are highly satisfied.



**Chart 7. Satisfaction level of respondents.**



**Table 8. Problems faced by respondents.**

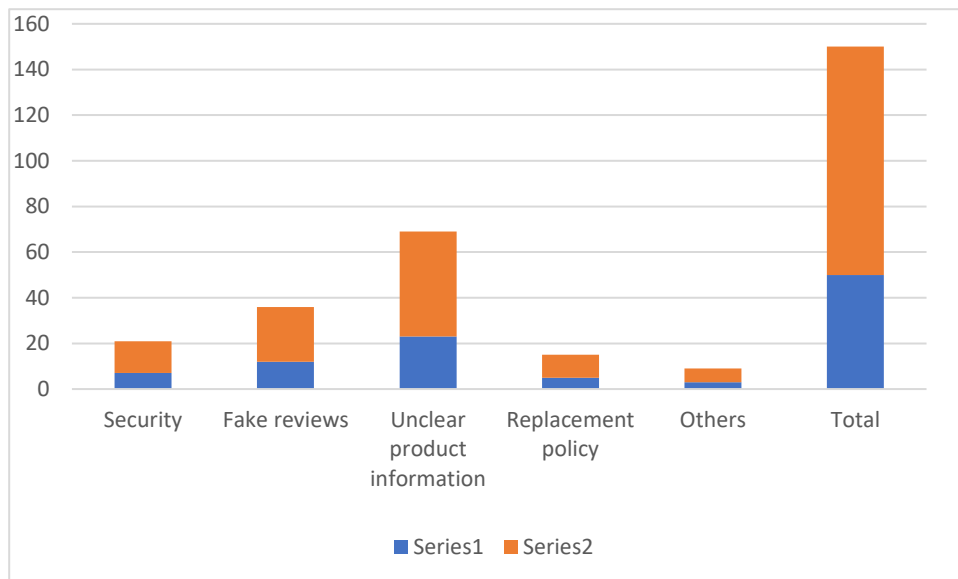
Difficulties	No of respondents	% of respondents
Security	7	14
Fake reviews	12	24
Unclear product information	23	46
Replacement policy	5	10
Others	3	6
Total	50	100

**Source: primary data. Sample size: 50**

**Interpretation:** The above table shows the problems faced by respondents while purchasing online.

Of which, 46% are commented that the major problem is un clear product information, 24% are commented that fake reviews, 10% about replacement policy.

**Chart 8. Problems faced by respondents.**



## Findings

- Most of the respondents (60%) are male.
- Most of the respondents are (40%) HSC qualified.
- Most of the respondents are (40%) government employees.
- Most of the respondents are prefer electronic items.(36%).
- Most of the respondents are choosing online shopping due to convenience (48%)
- Most of the respondents are satisfied (64%) with online shopping.
- Most of respondents are commented that (46%) major problem is unclear product information.

## Suggestions.

- Cyber laws need to be revised to ensure the safety of customers.
- A reasonable care should be taken to ensure that the information provided on the website is accurate and clear.
- The promotional tools should be more attractive.
- Strong replacement system will ensure customer satisfaction.

## Conclusion.

Nowadays, online shopping is more popular in rural areas than before.

One of the major reason for it is convenience. Wider range of choice, save times etc.are the some other reasons.

Rural people experience a high degree of satisfaction to online shopping.

Even though, they face some difficulties, security, unclear product information, fake reviews etc. are some of them.

However, it can be assumed that online shopping will gain more acceptance among the rural population in the future as our nation step into the digital economy.

## **References**

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