

IMPACT OF SOURCES OF AWARENESS ON ONLINE SHOPPING

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Abstract

Present day lifestyle is characterized by Online shopping. Whether they are basic items or luxury goods Online shopping has is the way the things are carried out by the members of society. There is a paradigm shift in which people use to perform shopping. The advantages of Online shopping such as time saving, flexible timings, wide range, offers, no physical movement etc has put this method of shopping on front. Sources of awareness play a key role in accessing a service or facility. New papers & Magazines, Movies & Television shows, Radio & FM Radio, Mass media, Social media, Online Journals and Magazines etc. form various sources of awareness to Online shopping.

The studies covering the aspect of sources of awareness on Online shopping are very meager and that too there are no studies in backward region of Andhra Pradesh i.e. Rayalaseema Region in general and Kurnool district in specific. Kurnool District is one among the most backward regions of the state of Andhra Pradesh. The people of this region has less literacy rates, low income levels, less per capita income etc. because of drought prone conditions, less industrialization, leading to underdevelopment. In this connection, a study has been initiated to explore the sources of awareness on Online shopping and to understand the trends in Online shopping in the backward region with a sample size of 89 respondents selected using convenient sampling.

The study concluded that, with regard to the impact of newspapers and magazines as a source of awareness towards Online shopping, majority of 56.2% of the respondents rated it as moderate. With regard to the impact of movies and television programs as a source of awareness towards Online shopping, 48.3% of the respondents rated it as high and 48.3% of the respondents rated it as moderate. With regard to the impact of physical stores as a source of awareness towards Online shopping, majority of 67.4% of the respondents rated it as moderate. With regard to the impact of casual browsing as a source of awareness towards Online shopping, 46.1% of the respondents rated it as high.

The study has made few important suggestions. It is suggested to focus on newspapers and magazines, movies and television programs as a source of awareness towards Online shopping. It is also suggested to concentrate on radio and FM radio, Online advertisements as a source of awareness towards Online shopping. The researcher proposed to revive the strategy displays and hoardings, physical stores, casual browsing as a source of awareness towards Online shopping and to continue the strategy adopted for messaging Apps, social media posts, Online journals / magazines as a source of awareness.

Introduction

Present day lifestyle is characterized by Online shopping. Whether they are basic items or luxury goods Online shopping has is the way the things are carried out by the members of society. There is a paradigm shift in which people use to perform shopping. The advantages of Online shopping such as time saving, flexible timings, wide range, offers, no physical movement etc has put this method of shopping on front.

Sources of awareness play a key role in accessing a service or facility. New papers & Magazines, Movies & Television shows, Radio & FM Radio, Mass media, Social media, Online Journals and Magazines etc. form various sources of awareness to Online shopping.

Review of Literature : After thorough review of literature, it is found that, the studies covering the aspect of sources of awareness on Online shopping are very meager and that too there are no studies in backward region of Andhra Pradesh i.e. Rayalaseema Region in general and Kurnool district in specific.

Statement of the Problem : Review of previous research studies has revealed that some research gap is observed. So the present study helps to explore the sources of awareness on Online shopping.

Need for the Study : Kurnool is the Gate of the Rayalaseema region. Kurnool District is one among the most backward regions of the state of Andhra Pradesh. The people of this region has less literacy rates, low income levels, less per capita income etc. because of drought prone conditions, less industrialization, leading to underdevelopment. In this connection, a study has been initiated to explore the sources of awareness on Online shopping and to understand the trends in Online shopping in the backward region.

Objectives of the Study : The following are the objectives of the study

- ✓ To study the existing literature and to find research gap.
- ✓ To list out the sources of awareness on Online shopping.
- ✓ To examine impact of sources of awareness on Online shopping and
- ✓ To offer suitable suggestions for further development of Online business.

Research Methodology

Research is a scientific inquiry aimed at learning new facts, testing ideas, etc. It is the systematic collection, analysis and interpretation of data to generate new knowledge and answer a certain question or solve a problem. Kurnool District, the Gateway of Rayalaseema Region in Andhra Pradesh has been selected for the study. The data was collected by survey method with the help of structured questionnaire. The survey method is used to get the opinions of the intermediaries of milk and milk products. The research instrument used for the survey is a well-structured questionnaire consisting of both open-ended and close-ended questions. A sample of 100 consumers from different economic layers been selected for the study. After elimination of few partially unfilled questionnaires, the final resultant sample is 89.

Research Design : The study was conducted in Kurnool District. The Research study describes the impact of sources of awareness on Online shopping. The researcher employs statistical techniques,

Sources of Data : The study is based on the both primary and secondary sources of data.

Primary Data : The primary data is obtained from the survey conducted in the Kurnool District with help of constructed questionnaire, which consists of open-end and close-end questions.

Secondary Data : The secondary data is obtained from the various previous research studies and articles, business magazines and other sources.

Sample Design : Sample design is a definite plan to obtain a sample from a given population. It refers to the techniques or the procedures the researchers would adopt in selection items for the sample. An attempt was made to make the sample representative to the target market for products under study.

Period of the Study: The study has been undertaken from 2019 to 2020. The period of primary data collection is from July to December 2019.

Statistical Tools and Techniques : Data has been analysed with SPSS and various graphs and tables were generated. The appropriate statistical tools were also used where ever necessary in analyzing quantitative data in order to arrive at logical conclusions and interpretations in a scientific manner.

Data Analysis and Interpretation : Data collected through questionnaire and secondary source

about Online shopping in Kurnool district are presenting and analyzing as per required parameter and drawing conclusions of the study.

**Table No. 1 : Impact of Newspapers & Magazines as Source of Awareness
Newspapers & magazines**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid High | 35 | 39.3 | 39.3 | 39.3 |
| Moderate | 50 | 56.2 | 56.2 | 95.5 |
| Low | 4 | 4.5 | 4.5 | 100.0 |
| Total | 89 | 100.0 | 100.0 | |

Source: Field Survey

Inference : It can be analysed from Table No. 1 that, with regard to the impact of newspapers and magazines as a source of awareness towards Online shopping, 39.3% of the respondents rated it as high, 56.2% of the respondents rated it as moderate and 4.5% of the respondents rated it as low. It can be concluded from Table No. 1 that, with regard to the impact of newspapers and magazines as a source of awareness towards Online shopping, majority of 56.2% of the respondents rated it as moderate.

**Table No. 2 : Impact of Movies & TV Programs as Source of Awareness
Movies, TV**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid High | 43 | 48.3 | 48.3 | 48.3 |
| Moderate | 43 | 48.3 | 48.3 | 96.6 |
| Low | 2 | 2.2 | 2.2 | 98.9 |
| No Impact | 1 | 1.1 | 1.1 | 100.0 |
| Total | 89 | 100.0 | 100.0 | |

Source: Field Survey

Inference : It can be described from Table No. 2 that, with regard to the impact of movies and television programs as a source of awareness towards Online shopping, 48.3% of the respondents rated it as high, 48.3% of the respondents rated it as moderate and 2.2% of the respondents rated it as low. It can be concluded from Table No. 2 that, with regard to the impact of movies and television programs as a source of awareness towards Online shopping, 48.3% of the respondents rated it as high and 48.3% of the respondents rated it as moderate.

**Table No. 3 : Impact of Radio & FM. Radio as Source of Awareness
Radio**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid High | 12 | 13.5 | 13.5 | 13.5 |
| Moderate | 33 | 37.1 | 37.1 | 50.6 |
| Low | 40 | 44.9 | 44.9 | 95.5 |
| No Impact | 4 | 4.5 | 4.5 | 100.0 |
| Total | 89 | 100.0 | 100.0 | |

Source: Field Survey

Inference : It can be distinguished from Table No. 3 that, with regard to the impact of radio and

FM radio as a source of awareness towards Online shopping, 13.5% of the respondents rated it as high, 37.1% of the respondents rated it as moderate and 49.4% of the respondents rated it as low impact or no impact. It can be concluded from Table No. 3 that, with regard to the impact of radio and FM radio as a source of awareness towards Online shopping, 49.4% of the respondents rated it as low impact or no impact.

**Table No. 4 : Impact of Displays & Hoardings as Source of Awareness
Displays & hoardings**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid High | 18 | 20.2 | 20.2 | 20.2 |
| Moderate | 64 | 71.9 | 71.9 | 92.1 |
| Low | 2 | 2.2 | 2.2 | 94.4 |
| No Impact | 5 | 5.6 | 5.6 | 100.0 |
| Total | 89 | 100.0 | 100.0 | |

Source: Field Survey

Inference : It can be explained from Table No. 4 that, with regard to the impact of displays and hoardings as a source of awareness towards Online shopping, 20.2% of the respondents rated it as high, 71.9% of the respondents rated it as moderate and 7.8% of the respondents rated it as low impact or no impact. It can be concluded from Table No. 4 that, with regard to the impact of displays and hoardings as a source of awareness towards Online shopping, majority of 71.9% of the respondents rated it as moderate.

**Table No. 5 : Impact of Online Advertisements as Source of Awareness
Online advertisements**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid High | 44 | 49.4 | 49.4 | 49.4 |
| Moderate | 43 | 48.3 | 48.3 | 97.8 |
| Low | 1 | 1.1 | 1.1 | 98.9 |
| No Impact | 1 | 1.1 | 1.1 | 100.0 |
| Total | 89 | 100.0 | 100.0 | |

Source: Field Survey

Inference : It can be inferred from Table No. 5 that, with regard to the impact of Online advertisements as a source of awareness towards Online shopping, 49.4% of the respondents rated it as high, 48.3% of the respondents rated it as moderate and 2.2% of the respondents rated it as low impact or no impact. It can be concluded from Table No. 5 that, with regard to the impact of Online advertisements as a source of awareness towards Online shopping, 49.4% of the respondents rated it as high and 48.3% of the respondents rated it as moderate.

**Table No. 6 : Impact of Messaging Apps as Source of Awareness
Messaging apps**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid High | 36 | 40.4 | 40.4 | 40.4 |
| Moderate | 42 | 47.2 | 47.2 | 87.6 |
| Low | 2 | 2.2 | 2.2 | 89.9 |
| No Impact | 9 | 10.1 | 10.1 | 100.0 |

| | | | |
|-------|----|-------|-------|
| Total | 89 | 100.0 | 100.0 |
|-------|----|-------|-------|

Source: Field Survey

Inference : It can be illustrated from Table No. 6 that, with regard to the impact of messaging Apps as a source of awareness towards Online shopping, 40.4% of the respondents rated it as high, 47.2% of the respondents rated it as moderate and 12.3% of the respondents rated it as low impact or no impact. It can be concluded from Table No. 6 that, with regard to the impact of messaging Apps as a source of awareness towards Online shopping, 40.4% of the respondents rated it as high and 47.2% of the respondents rated it as moderate.

**Table No. 7 : Impact of Social Media Posts as Source of Awareness
Posts in social media**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid High | 38 | 42.7 | 42.7 | 42.7 |
| Moderate | 36 | 40.4 | 40.4 | 83.1 |
| Low | 14 | 15.7 | 15.7 | 98.9 |
| No Impact | 1 | 1.1 | 1.1 | 100.0 |
| Total | 89 | 100.0 | 100.0 | |

Source: Field Survey

Inference : It can be interpreted from Table No. 7 that, with regard to the impact of social media posts as a source of awareness towards Online shopping, 42.7% of the respondents rated it as high, 40.4% of the respondents rated it as moderate and 16.8% of the respondents rated it as low impact or no impact. It can be concluded from Table No. 7 that, with regard to the impact of social media posts as a source of awareness towards Online shopping, 42.7% of the respondents rated it as high and 40.4% of the respondents rated it as moderate.

**Table No. 8 : Impact of Online Journals / Magazines as Source of Awareness
Online journals / magazines**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid High | 38 | 42.7 | 42.7 | 42.7 |
| Moderate | 16 | 18.0 | 18.0 | 60.7 |
| Low | 33 | 37.1 | 37.1 | 97.8 |
| No Impact | 2 | 2.2 | 2.2 | 100.0 |
| Total | 89 | 100.0 | 100.0 | |

Source: Field Survey

Inference : It can be observed from Table No. 8 that, with regard to the impact of Online journals / magazines as a source of awareness towards Online shopping, 42.7% of the respondents rated it as high, 18.0% of the respondents rated it as moderate and 39.3% of the respondents rated it as low impact or no impact. It can be concluded from Table No. 8 that, with regard to the impact of Online journals / magazines as a source of awareness towards Online shopping, 42.7% of the respondents rated it as high.

**Table No. 9 : Impact of Physical stores as Source of Awareness
Visit to a physical store**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
|--|-----------|---------|---------------|--------------------|

| | | | | | |
|-------|-----------|----|-------|-------|-------|
| Valid | High | 17 | 19.1 | 19.1 | 19.1 |
| | Moderate | 60 | 67.4 | 67.4 | 86.5 |
| | Low | 9 | 10.1 | 10.1 | 96.6 |
| | No Impact | 3 | 3.4 | 3.4 | 100.0 |
| | Total | 89 | 100.0 | 100.0 | |

Source: Field Survey

Inference: It can be understood from Table No. 9 that, with regard to the impact of physical stores as a source of awareness towards Online shopping, 19.1% of the respondents rated it as high, 67.4% of the respondents rated it as moderate and 13.5% of the respondents rated it as low impact or no impact. It can be concluded from Table No. 9 that, with regard to the impact of physical stores as a source of awareness towards Online shopping, majority of 67.4% of the respondents rated it as moderate.

**Table No. 10 : Impact of Casual Browsing as Source of Awareness
Casual browsing**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------|---------|---------------|--------------------|
| Valid High | 41 | 46.1 | 46.1 | 46.1 |
| Moderate | 23 | 25.8 | 25.8 | 71.9 |
| Low | 24 | 27.0 | 27.0 | 98.9 |
| No Impact | 1 | 1.1 | 1.1 | 100.0 |
| Total | 89 | 100.0 | 100.0 | |

Source: Field Survey

Inference : It can be visualized from Table No. 10 that, with regard to the impact of casual browsing as a source of awareness towards Online shopping, 46.1% of the respondents rated it as high, 25.8% of the respondents rated it as moderate and 28.0% of the respondents rated it as low impact or no impact. It can be concluded from Table No. 10 that, with regard to the impact of casual browsing as a source of awareness towards Online shopping, 46.1% of the respondents rated it as high.

Conclusions:

- It can be concluded from Table No. 1 that, with regard to the impact of newspapers and magazines as a source of awareness towards Online shopping, majority of 56.2% of the respondents rated it as moderate.
- It can be concluded from Table No. 2 that, with regard to the impact of movies and television programs as a source of awareness towards Online shopping, 48.3% of the respondents rated it as high and 48.3% of the respondents rated it as moderate.
- It can be concluded from Table No. 3 that, with regard to the impact of radio and FM radio as a source of awareness towards Online shopping, 49.4% of the respondents rated it as low impact or no impact.
- It can be concluded from Table No. 4 that, with regard to the impact of displays and hoardings as a source of awareness towards Online shopping, majority of 71.9% of the respondents rated it as moderate.
- It can be concluded from Table No. 5 that, with regard to the impact of Online advertisements as a source of awareness towards Online shopping, 49.4% of the respondents rated it as high and 48.3% of the respondents rated it as moderate.
- It can be concluded from Table No. 6 that, with regard to the impact of messaging Apps as a

source of awareness towards Online shopping, 40.4% of the respondents rated it as high and 47.2% of the respondents rated it as moderate.

- It can be concluded from Table No. 7 that, with regard to the impact of social media posts as a source of awareness towards Online shopping, 42.7% of the respondents rated it as high and 40.4% of the respondents rated it as moderate.
- It can be concluded from Table No. 8 that, with regard to the impact of Online journals / magazines as a source of awareness towards Online shopping, 42.7% of the respondents rated it as high.
- It can be concluded from Table No. 9 that, with regard to the impact of physical stores as a source of awareness towards Online shopping, majority of 67.4% of the respondents rated it as moderate.
- It can be concluded from Table No. 10 that, with regard to the impact of casual browsing as a source of awareness towards Online shopping, 46.1% of the respondents rated it as high.

Suggestions: The following are the suggestions of the study

- ✓ It is suggested to focus on newspapers and magazines, movies and television programs as a source of awareness towards Online shopping.
- ✓ It is suggested to concentrate on radio and FM radio, Online advertisements as a source of awareness towards Online shopping.
- ✓ It is suggested to revive the strategy displays and hoardings, physical stores, casual browsing as a source of awareness towards Online shopping.
- ✓ It is suggested to continue the strategy adopted for messaging Apps, social media posts, Online journals / magazines as a source of awareness.

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