

An Awareness Assessment of Online Shopping During Covid-19 in Uttarakhand, India

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ABSTRACT: In the present study an attempt has been made by the researcher to find out the awareness of people of Uttarakhand regarding online shopping. Online shopping is the easiest and most convenient platform for the people now a days. It also became a trend among the youth. By far, the fashion is concerned, one can get latest and updated fashion stuff in online shopping. With the introduction of various online shopping platforms in India like, Amazon, Flipkart, Tatacliq, Decathlon, Myntra and Ajio etc., there remains a competitive business environment. The prevalence of the price differentiation is very important for the customers, because the price rivalry among the competitors makes the customer to buy the goods and services at the optimum price. During COVID-19 pandemic, online shopping demand increased at a very large scale. Contactless delivery system adopted by various online sellers like Amazon, Flipkart, Decathlon, and Wildcraft etc. It seems in India; the online shopping has a big scope.

Key points: Online shopping, Awareness, Trend, Fashion, COVID-19.

I. INTRODUCTION

India is one of the prime locations for the online trading activities in the world. The world is a global market. With the introduction of online shopping, it become quite easier for the person at cellular connectivity to access online shopping content. In 1990, Tim Berners-Lee created the first World Wide Web server and browser in UK. It was opened for commercial use in 1991. In 1994 other advances took place, such as online banking and the opening of an online pizza shop by Pizza Hut. During that same year, Netscape introduced SSL encryption of data transferred online, which has become essential for secure online shopping. Also, in 1994, the German company Intershop introduced its first online shopping system. In 1995, Amazon launched its online shopping site, and in 1996, eBay appeared. Originally, electronic commerce was identified as the facilitation of commercial transactions electronically, using technology such as Electronic Data Interchange (EDI) and

Electronic Funds Transfer (EFT). These were both introduced in the late 1970s, allowing businesses to send commercial documents like purchase orders or invoices electronically. The growth and acceptance of credit cards, automated teller machines (ATM) and telephone banking in the 1980s were also forms of electronic commerce. Another form of e-commerce was the airline reservation system typified by Sabre in the USA and Travicom in the UK. From the 1990s onwards, electronic commerce has additionally included Enterprise Resource Planning Systems (ERP), data mining and data warehousing. In 1990, Tim Berners-Lee invented the World Wide Web, web browser and transformed an academic telecommunication network into a worldwide everyman everyday communication system called internet/www. Commercial enterprise on the internet was strictly prohibited by NSF until 1995. Although the Internet became popular worldwide around 1994 with the adoption of Mosaic web browser, it took about five years to introduce security protocols and DSL allowing continual connection to the Internet. By the end of 2000, many European and American business companies offered their services through the World Wide Web. Since then people began to associate a word "e-commerce" with the ability of purchasing various goods through the Internet using secure protocols and electronic payment services.

II. STATE PROFILE

Uttarakhand is one of the hill states of India, which came into existence on 09, November 2000 as the 27th state. The Uttarakhand state is divided into two regions namely Garhwal region and Kumaun region. There are 13 districts in Uttarakhand, out of which 07 districts come under Garhwal region; rest 06 districts come under Kumaun region. It is also known as "the land of God" Devbhoomi. Religious tourism is one of the major sources of income for the state. Adventure sports like, paragliding, skiing, bungee jumping, river-rafting etc., is also the central of attraction for the tourists. Uttarakhand is primarily known for

its rich cultural heritage. The buying behaviour of the people of Uttarakhand seems to be changed from the traditional buying to online buying. To enquire this, matter the present study has been conducted by the researcher.

III. RESEARCH METHODOLOGY

Review of Literature

2013, Deepali, "Study on growth of Online Shopping in India"

As per the findings of the researcher 72% female and respondents who are between the age of 21-30 are more attracted towards online shopping. Mostly shopped website is Homeshope18 with 23.6% users is visited once in a week to check for new updates, schemes and trends. According to the survey the market size of online retail industry is likely to touch Rs 70 Billion by 2015.

2015, Goyal Aishwarya, "Rising Trends of Online Shopping in India"

The findings of the researcher clearly indicate that India is one of the fastest-growing e-commerce markets in Asia Pacific along with China. With increase in internet penetration, adoption of smart phones and lower data rates, the way India shops are completely changing with time. The researcher also indicates the online shopping is going to become main stream in the next years to come. The researcher also suggests the government should also encourage the industry in the home country and also should encourage the FDI in this area.

Objectives

1. To assess the online shopping behaviour of consumers.
2. To examine the problem faced by the consumers in online shopping.

Hypothesis

- a) There is no relationship between online shopping and buying behaviour of the consumers in the area of study.

Area of Study

For the present study Uttarakhand state is selected. There are seven (07) districts in Garhwal region namely Chamoli, Dehradun, Haridwar, Pauri Garhwal, Rudraprayag, Tehri Garhwal, and Uttarkashi; on the other hand, there are six (06) districts in Kumaun region namely, Almora, Bageshwar, Champawat, Nainital, Pithoragarh, and Udham Singh Nagar. For the present study out of

the seven (07) districts four (04) districts namely, Chamoli, Haridwar, Tehri Garhwal, and Uttarkashi are selected using simple random sampling from the Garhwal region. On the other hand, out of six (06) districts three (03) districts namely, Almora, Pithoragarh and Udham Singh Nagar are selected using simple random samplings from the Kumaun region.

Sample

From the selected seven (07) districts the sample of 20 respondents each are selected randomly. Hence, the total sample size for the present study is $20 \times 7 = 140$ respondents.

Sources of Data

The data has been collected from both the sources primary data as well as secondary data. The primary data has been collected using telephone interview and the secondary has been collected through both published and unpublished sources like research papers, newspaper articles, websites, books etc.

Tools and techniques used

The data has been analyzed using various statistical tools like measures of central tendency and the hypothesis has been tested using the chi-square test, further the veracity tested using SPSS.

IV. ANALYSIS AND INTERPRETATION

1) Online buying behaviour

As per table 1.1, 50 out of 140 respondents are moderately satisfied with the online shopping, on the other hand, around 26 respondents are least satisfied. 45 respondents are highly satisfied and 19 respondents are not satisfied at all with the online shopping in Uttarakhand. District Pithoragarh has the highest 06 least satisfied consumer of online shopping. While, Udham Singh Nagar has the lowest 02 least satisfied consumer of online shopping. District Chamoli and Haridwar has the highest count i.e. 10 for the moderately satisfied consumers. While, Tehri Garhwal has the lowest count i.e. 0 for the moderately satisfied consumers. District Tehri Garhwal has the highest count i.e. 11 for the highly satisfied consumers. While District Chamoli has the lowest count i.e. 3 for the highly satisfied consumers for online shopping. District Tehri Garhwal has the highest count for not satisfied consumers of online shopping i.e. 05. District Haridwar and Pithoragarh has the lowest count for not satisfied consumers of online shopping i.e. 01.

Table 1.1

Area	Online Buying Behaviour of Consumers				Total
	Less Satisfied	Moderately Satisfied	Highly Satisfied	Not Satisfied	
Chamoli	4	10	3	3	20
Haridwar	3	10	6	1	20
Tehri Garhwal	4	0	11	5	20
Uttarkashi	3	8	6	3	20
Almora	4	5	7	4	20
Pithoragarh	6	8	5	1	20
Udham Singh Nagar	2	9	7	2	20
Total	26	50	45	19	140

Source: The data has been collected from the primary data source.

Table 1.2

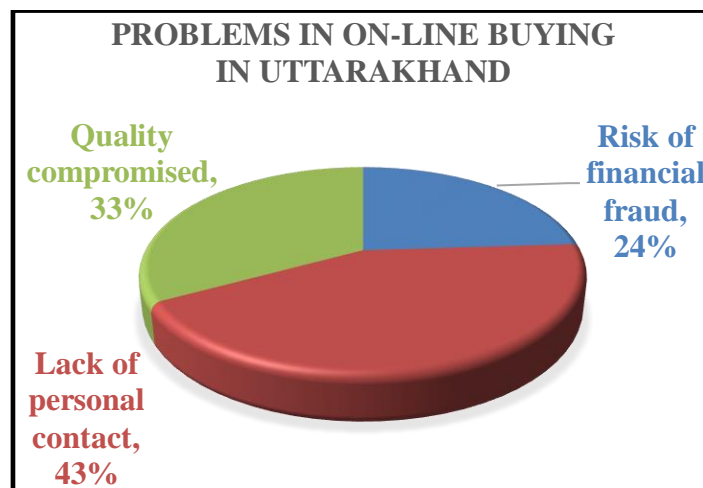
Chi-Square Tests			
Tests	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	23.801a	18	0.162
Likelihood Ratio	30.829	18	0.030
Linear-by-Linear Association	0.008	1	0.929
N of Valid Cases	140		

a. 14 cells (50.0%) have expected count less than 5. The minimum expected count is 2.71.

As per table 1.2, the test results clearly indicate that the value for Pearson Chi-square is 23.801 and the two-sided asymptotic significance is 0.162. The likelihood ratio value ascertains to 30.829 and the linear by linear association value is 0.008 and the asymptotic significance two sided is

0.928. The p value for the chi-square test, is 0.162, which is greater than 0.05. Hence, the hypothesis stands true. This indicates that there is no significant relationship of online shopping and buying behaviour of respondents irrespective of concerned areas.

2) Problem in On-line buying
Pie chart 1.1



Source: The data has been collected from the primary data source.

As per, pie chart 1.1 Problems in on-line buying in Uttarakhand, around 24% of the

respondents are facing the Risk of Financial Fraud, 33% respondents reported that the quality of the

product purchased is compromised and the remaining 43% of the respondents are facing Lack of personal contact with the selling agency, with respect to return, exchange, warranties and guarantee of the product.

V. CONCLUSION

Online shopping is one of the easiest modes of buying the commodity with variety of choices available at one place. So, we can say online shopping is a one stop shop. Online shopping has great future in the developing countries like India, as it is the second most populated country in the world after China. The demand for the goods and services are happen to be much more as compared to the least populated countries. By far the awareness of online shopping is concerned in Uttarakhand, it came into light that there is no considerable impact of online shopping in Uttarakhand. Lack of personal contact of the seller is the major issue faced by the majority of the respondents. The buyers are also afraid of compromised quality of the product delivered to the buyer and the online financial fraud. So, it is suggested that product quality check must be done before shipping the products and online customer care and grievance redressal forum on the part of the online merchant must be instituted. With respect to the risk of financial fraud, cash on delivery and secured payment platform shall also be instituted. It is also suggested that Government should also intervene and put check on the online sellers or merchants. So that, there will be minimum or no chances of any such risk associated with online shopping.

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