



DIGITAL EMPOWERMENT OF CONSUMERS BY E- SHOPPING IN JABALPUR CITY

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ABSTRACT-

India is one of the key growth countries when it comes to digital world but it is still at a nascent stage and has a huge potential for growth. Expansion of the Internet has increased the popularity of electronic purchase channels. The growth in the number of online shoppers is greater than the growth in internet users and in online purchasing we have larger option to choose products & services. E-commerce or electronic commerce, has experienced rapid growth in the last few decades. The internet has changed the way consumers buy goods and services throughout the world.

PURPOSE- The main purpose of this paper to extend the technology knowledge in the content of E- shopping , Transaction method and chosen right item from right website and understand the Jabalpur consumers basic knowledge about digital India and Digitalisation.

DESIGN/METHODOLOGY- A survey done by randomly selected 100 consumers (which did E-shopping in their life minimum one time),age group 15- 65, through questionnaire method in Jabalpur city.

FINDINGS- The result indicates that E-shopping is very helpful method to increase digital knowledge among consumers .Especially helpful for those consumers who are beginners in digital world and last but not least It is an entertaining and effective method to progression their knowledge about digitalisation.

KEYWORDS- Digital Empowerment, Consumers, E- shopping

Introduction

Digital India is a campaign launched by the government of India to ensure the Governments service are made available to citizens electronically improved online Infrastructure and by Increasing interest internet connectivity or by making the country Digitally Empowered in the field of technology. The usage of the Internet for purchasing and selling activity has changed the path to the buyer-sellers relationship. Electronic commerce has experienced rapid growth in the last few decades. The internet has changed the why consumers learn and buy goods and services throughout the world .Jabalpur consumer's can contribute to existing literatures of digital learning and e- Shopping behaviour.

This Paper is based on digital Empowerment of consumers by E- shopping in Jabalpur city. The reason of this research to know the interest and intention of digital Learning among consumers and we should know their awareness about digital Learning with the help of E-shopping, like digital transaction method ,factors affecting and so on.

Digital Empowerment:-“ It is a phrase that is extensively used in national agenda because the internet is an empowering tool in India .It has the power to bring in



equality , equity , transparency and accountability. ”or “Digital Empowerment is an innovative work that uses a creative approach to teaching basic Information communication technology(ICT) skills and provides an effective entry route for learners , who are disengaged with the learning process and who are unconfident with new technologies. ”

Consumer:- “ A consumer may be Defined as any person, business firm or governmental unit that choose Goods and Services, spends money to obtain them primarily to satisfy his or it’s own wants”

E- Shopping:- “E-shopping is a form of electronic commerce which allows consumers to directly buy Goods and Services from a seller over the internet using a web browser . Alternative names are –online shopping, e-web store, e- shop, e-store, Internet shop, web –shop , web store, online store, and online storefront etc.”

Objectives of the Study-

- To know the percentage of consumers which are used to E-shopping in Jabalpur city.
- To study about the basic knowledge of E-shopping.
- To know the percentage of increasing knowledge about digital transaction with the help of E- shopping.
- To know which product is mostly buy from E-shopping for the reason of easy going method .
- To study about the increase of interest in E- learning with the help of E-shopping.
- To study positive influencing factors responsible for digital learning due to E-shopping .

Hypothesis of the Study-

- 24*7 Availability is the most affective Positive factor which influencing consumers for digital learning .
- Consumers mostly go for E-shopping to start digital learning.

Limitations of the Study-

The study has following limitations-

1. The sample was selected from few consumers of Jabalpur city.
2. The sample was limited to 100 respondents.
3. The range limited only consumers , age group- 15 to 65 years.
4. Randomly selected respondents had been used for filling the questionnaire.

Review of Literature-

Gurleen (2012) has reported that India has more than 100 million internet users out of which one half opt for online purchases and the number is rising sharply every year. Internet users were becoming comfortable to shop online. The capability of purchasing without leaving your place is of great interest to many consumers. Not only does online shopping offer really good deals, but also brings optimum convenience to the consumers. Moreover, the use of Internet tools for price searching and comparison provides an additional advantage in consumer’s final decision, as they could purchase their desired products in the lowest available price. According to this study Consumers are price sensitive and aware about the



price of goods and services. This paper focuses on the understanding of demographic profiles of adopters and non-adopters of online shopping. For this purpose the data from 400 respondents was collected in the form of questionnaires. The study has been conducted in 3 cities of Punjab, a sample of urban respondents were selected from the Jalandhar, Ludhiana and Amritsar The paper also analyses the various reasons for adoption and non-adoption of online shopping .

Peng (2010) has reported that with new wireless technology constantly being developed , online shopping is increasingly common now days .People can search for and buy products online much more conveniently and efficiently then shopping in retail online stores. In fact, the number of people who choose online shopping is continuously increasing . This study is concerned with factors that affect student “decision making” as to whether to buy products online .this research used mix methodology , which includes quantitative and qualitative methods , and the information had been selected by survey and interview. A total of 92 students responded to the survey & 9 students were interviewed. The information gathered in the research is analysed in comparison with relevant literature. These factors (price , convenience, efficiency, safety , product range and services.) provide a structure to this research.

Sen(2014) has reported that The internet has become a new platform for electronic transaction and consumers in India are increasingly using the internet for online shopping purposes. Online marketing has thus emerged to be the key to success for many companies and the online presence of organizations has become inevitable in nature. This paper identifies the key factors that influence the online purchase of products in Kolkata. In this study take sample of 150 respondents was selected in Kolkata and a self-administered questionnaire was used to collect primary data. The data was recorded by using a number of open ended questions, close ended questions, from the Likert Scale and interpreting the data. The findings of the study showed that the cost factor, convenience factor, product factor and seller related factor are the four important factors influencing the online purchase of products in Kolkata.

Plan, Methodology/ Research Design-

i) Selection of method of Inquiry- The universe being too large and time & other resources being limited, Purposive convenience Sampling method were selected for the present study.

ii) Selection of Samples - The sample selected on purposive random basis

iii) Selection of method for collection of Data - Questionnaire method used for collection of data. A survey was done to get an idea of the various problems. In the survey the same procedure was followed as was to be adopted in actual survey. The no. of cases in it was five on the basis of this pilot study necessary amendments are done in the schedule.

iv) Sources of Information-

- a) **Primary Sources-** Respondents from age group 15 to 65 years were selected as the primary sources. It was collected from 100 respondents (consumers) in different places of Jabalpur city through questionnaire.



- b) Secondary Sources- It may be termed as “Documentary Sources”. The information was gathered from different books, magazines, journals, news scripts and websites etc.

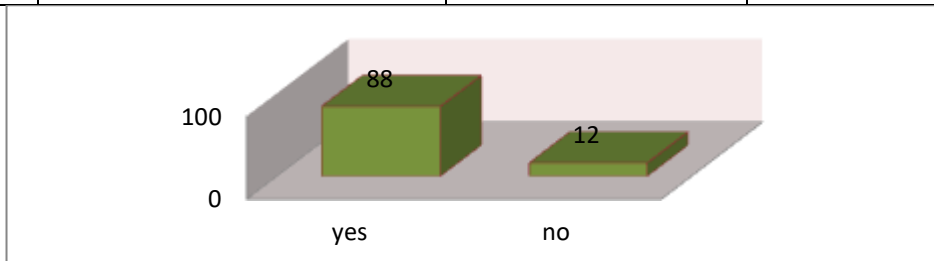
Analysis of Data and discussion of Results-

After the data was collected it was tabulated and analyzed statistically, wherever needed statistical tests were applied to get the final results .The information gathered was from the 100 respondents(consumer) surveyed from Jabalpur city. The age running 15 to 65 years.

TABLE NO. 01

No.of Respondents according to adoption of E-shopping

Sr.no.	Adoption of E-shopping	No. of Respondents	Percentage %
1.	Yes	88	88 %
2.	No	12	12 %

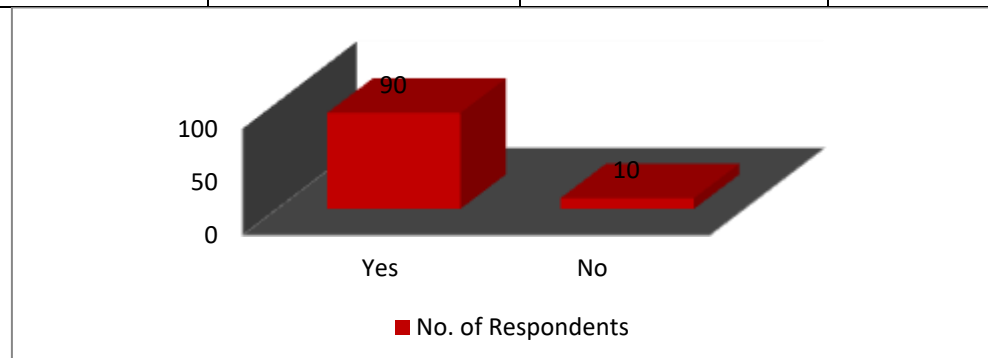


Here 88 % consumers of Jabalpur city accept the adoption of E-shopping. They use online shopping like a trend or Fashion and 12% consumer do not accept the adoption of online shopping because of some reasons (like- lack knowledge about internet, limited resources, don't want to take any Risk etc.) Bajaj(2008) also reported that females were good adopters of online shopping compared to male.

TABLE NO.02

No. of Respondents according to the basic knowledge of E-shopping.

Sr.no.	Basic knowledge of E-shopping	No. of Respondents	Percentage %
1.	YES	90	90%
2.	NO	10	10 %



Here 90 % consumers of Jabalpur city accept that they know the basic knowledge about online shopping They use online shopping like a trend or Fashion and 10 %



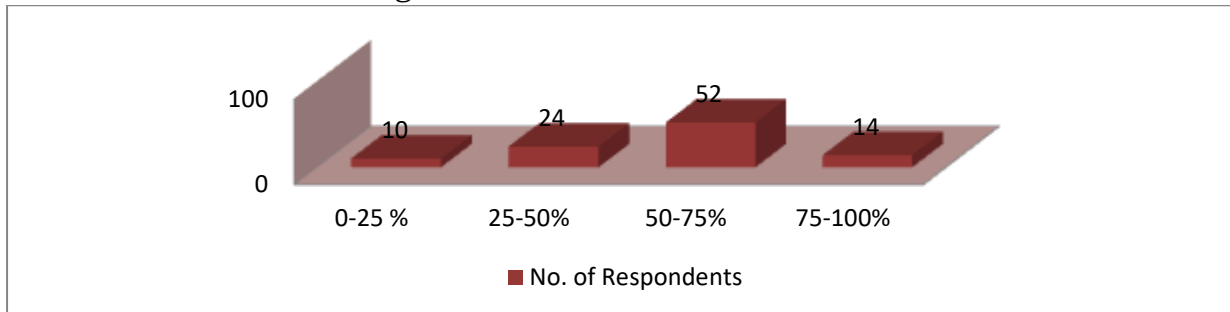
consumer do not accept the online shopping because its difficult to understand and also don't believe on online shopping because they believe on traditional shopping.

TABLE NO.03

No. of Respondents according to the percentage of increasing knowledge about digital transaction with the help of E-shopping

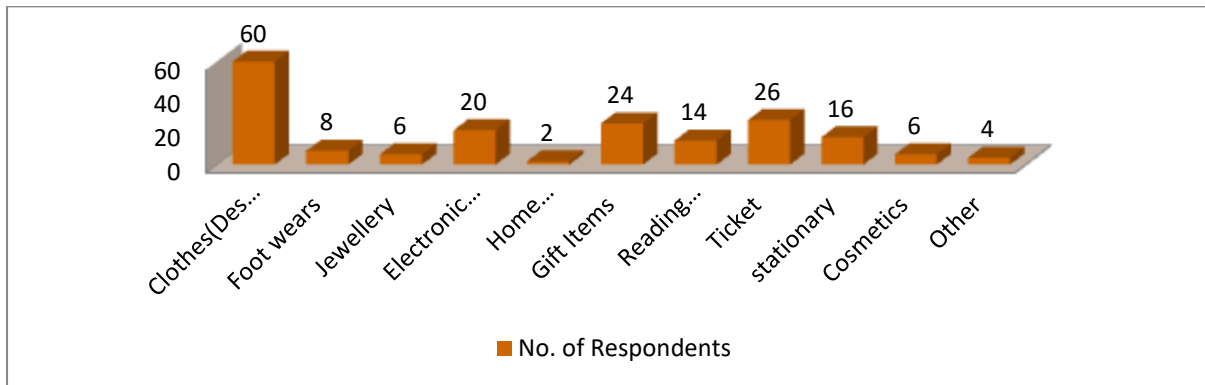
Sr.no.	Percentage of increasing knowledge about digital transaction	No. of Respondents	Percentage %
1.	0-25 %	10	10%
2.	25-50%	24	24%
3.	50-75%	52	52%
4.	75-100%	14	14%

Here 52% consumers agree that E- shopping is very helpful method to starting and understand 50-70 %.the digital transaction.

**TABLE NO.04**

No. of Respondents according to buying different products and services from E-shopping because of Easy going method

Sr.no.	Buying Products /services from E-shopping because of Easy going method	No. of Respondents	Percentage %
1.	Clothes(Designer)	60	60 %
2.	Foot wears	08	08 %
3.	Jewellery	06	06 %
4.	Electronic Items	20	20 %
5.	Home appliance	02	02 %
6.	Gift Items	24	24 %
7.	Reading Materials	14	14 %
8.	Ticket	26	26 %
9.	stationary	16	16 %
10.	Cosmetics	06	06 %
11.	Other	04	04 %

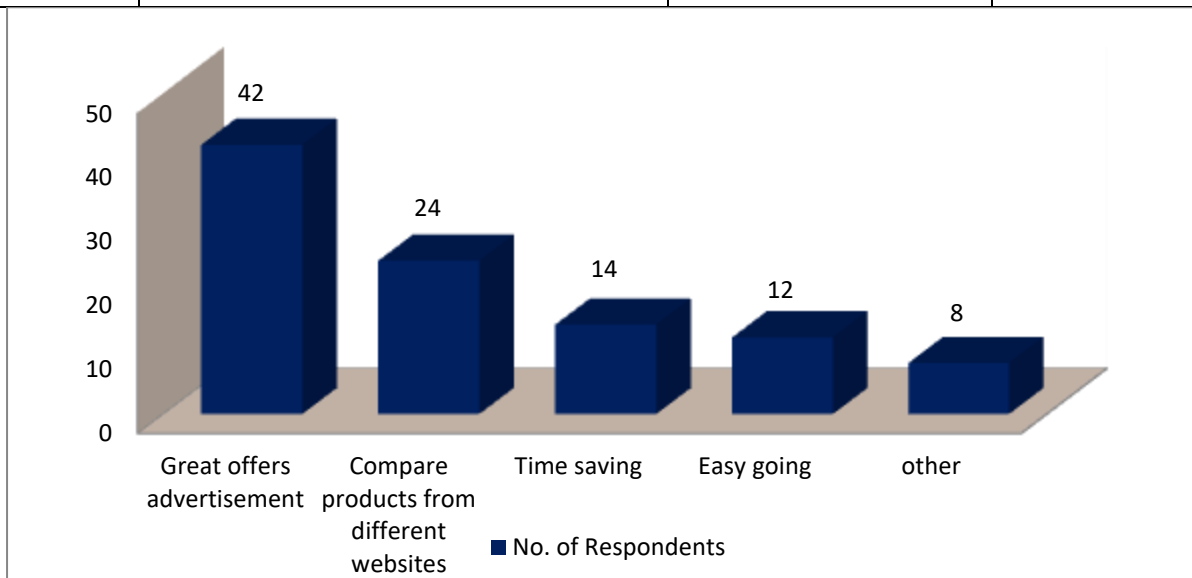


Here 60% consumers mostly buy designer clothes and 26% book online ticket. They also buy Gift items (24%), electronic items(20%), Stationary(16%), Reading materials(14%), Footwears (8%), Jewellery(6%), cosmetics(6%) and other(4%) respectively. AcNielsen(2007)stated that the most popular items purchased on the internet airline tickets/reservations(21%) and clothing/accessories/shoes (20%).

TABLE NO.05

No. of Respondents according to increase of interest in E- Learning with the help of E- shopping

Sr. no.	Increase of interest in E- Learning	No. of Respondents	Percentage %
1.	Great offers advertisement	42	42 %
2.	Compare products from different websites	24	24 %
3.	Time saving	14	14 %
4.	Easy going	12	12%
5.	other	08	08%

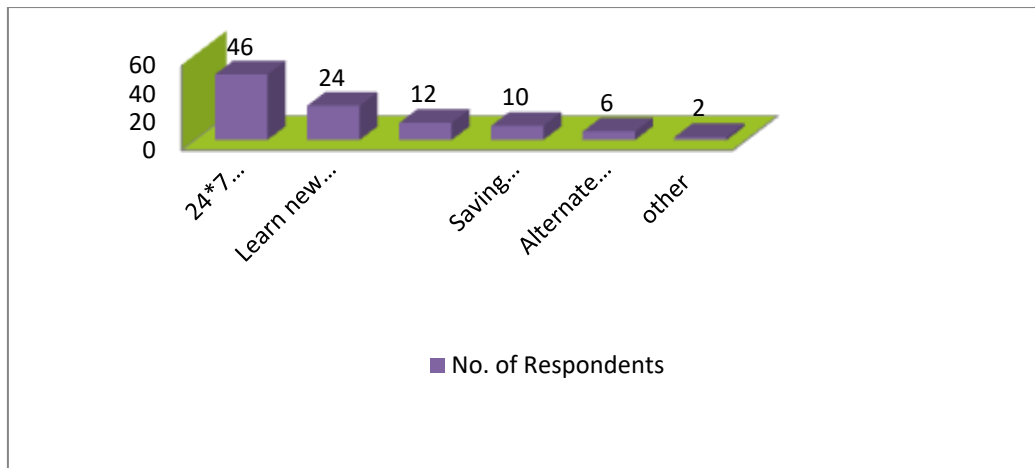


Here 42% consumers agree that great offers of advertisement in e- shopping indirectly help of E-learning, 24% compare Products from different websites, 14% agree with time saving,12 % & 08% agree with easy going and other respectively.



TABLE NO.06
No. of Respondents according to the Positive influencing factor for digital Learning due to E- shopping

Sr. no.	Positive influencing factor for digital Learning due to E- shopping	No. of Respondents	Percentage %
1.	24*7 availability	46	46%
2.	Learn new things in one click	24	24 %
3.	Simplest , Entertaining and Quickest method	12	12 %
4.	Saving Resources(as- time, energy, money etc.)	10	10 %
5.	Alternate and balancing choices	06	06%
6.	other	02	02%



Here 46% consumers accept that 24*7availability of digital Learning is the best Positive influencing factor, after that learning in one click (24%), simplest and entertaining method(12%), saving resources(10%), alternate choices (06%)and others (02%) help for E- learning.

Conclusion-

The growth is the number of online shoppers is greater than the growth in internet users and in online purchasing we have larger option to choose products & services. It was seen from the study that most of consumers Jabalpur city , age group- 15 to 65 years were found to be most adopters of E-shopping to understand digital learning. Jabalpur consumers accept that E- shopping is very helpful method to starting and understand the digital transaction They buy mostly designer clothes and booked E-tickets easily by online medium. consumers agree that great offers of advertisement in e- shopping, compare Products from different websites, time saving, and easy going method indirectly help of E-learning. consumers also accept that 24*7availability of digital Learning is the best Positive influencing factor, after that learning in one click ,simplest and entertaining method, saving resources, and alternate choices help for E- learning also positive factors to influence for E- Learning.



Overall, consumers of Jabalpur city are ready to learn about digital shopping because of they understand that future generation will be digital era and all work will be going in digitally. So, E- Learning trend is increasing with the help of E- shopping because internet medium found very easily and in our today's life , our android and window mobile phones helps to easier our busy life and day-by-day challenges.

“Digital Empowerment make Digital Platforms and the platforms help make the India our dreams happen.”

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