

A Case study of Online Purchases in Voppangi Village in Srikakulam district

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Abstract-Online shopping is the necessary aspect in the advent of covid-19 period. Indian market is also growing in terms of online shopping. Due to lock – down, and social distancing many people prefer online shopping rather than going to the market. Companies also finding the customers getting more attracted towards online shopping as they are getting many benefits. This paper will particularly analyse online shopping in a small village in Srikakulam district of Andhra Pradesh and various modes of online shopping.

Key words: Lockdown, Social Distancing

Offline shopping is a traditional way of purchasing services or products by directly visiting to the store/shop/ or vendor. Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Online stores like Amazon, Flipkart, Shopify, Myntra, Ebay, Quikr, Olx are examples of E-commerce websites. The distinction between online and offline is conventionally seen as the distinction between computer-mediated communication and face-to-face communication (e.g., face time), respectively. Online is virtuality or cyberspace, and offline is reality

By 2020, global retail e-commerce can reach up to \$27 Trillion. The consumer searches for online stores websites and browses the different websites until an appropriate website is found. The consumer then navigates through the website, searches, examines, evaluates and compares the products. Walmart, Best Buy, Sears, and other retail businesses offer this type of shopping experience. Some companies only sell products through their website and do not have a retail storefront. For example, Amazon, TigerDirect, and NewEgg conduct their business exclusively online

In this connection, an attempt is made to conduct a project on online purchases in Voppangi village of Srikakulam mandal and Srikakulam district.

OBJECTIVES OF THE STUDY

1. To study the percentage of people prefer online purchases
2. To examine the reasons behind the preference for offline purchases
3. To know the items which they prefer to buy online
4. To examine the factors influencing the consumer from the offline shopping to online shopping
5. To find out the demographic, education and technical factors in online purchases

This paper is based on primary data. A questionnaire has been prepared and primary data is collected in the village.

Socio Economic Survey of Voppangi village Andhra Pradesh, a south Indian state, has 26 districts. Srikakulam, district is one of the twenty –six districts in the Coastal Andhra region located in the extreme north-eastern direction of the state. Its headquarter is Srikakulam which is generally called Chikkole, The area of the district is 4,591 km² with three revenue divisions, 30 mandals and 1802 villages.

Voppangi is a large village located in Srikakulam Mandal of Srikakulam district, Andhra Pradesh with total 1138 families residing. The Voppangi village has population of 4505 of which 2227 are males while 2278 are females as per Population Census 2011. In Voppangi village population of children with age 0-6 is 492 which makes up 10.92 % of total population of village. Average Sex Ratio of Voppangi village is 1023 which is higher than Andhra Pradesh state average of 993. Child Sex Ratio for the Voppangi as per census is 937, lower than Andhra Pradesh average of 939. Voppangi village has lower literacy rate compared to Andhra Pradesh. In 2011, literacy rate of Voppangi village was 58.51 % compared to 67.02 % of Andhra Pradesh. In Voppangi Male literacy stands at 70.60 % while female literacy rate was 46.81 %.

The main source of livelihood for most of the families is Dailywork. The Government job holders are 12 members. Most of them depend on private jobs and daily work. Among the families depend on agriculture, most of them are small farmers or daily workers. Some unemployed people are able to get some income through working under MGNREGS. Out of fifty families, 14 are self employed. The total number of DWCRA groups is 10 which cover 100 women.

FINDINGS OF THE STUDY

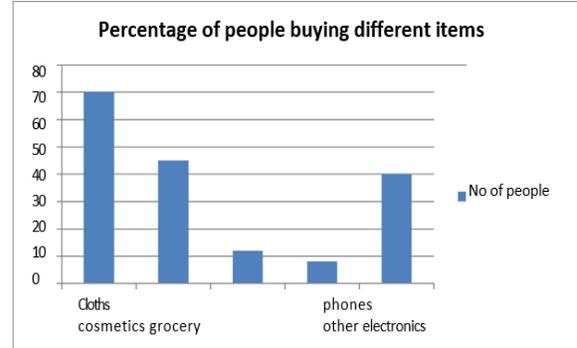
But there are some problems in rural areas. Some people are illiterate and some are digitally illiterate. It is found that the younger generation is ready to take the every opportunity and always are ahead in using advanced technology. It is found that 95% of the families are having smart phones in villages. They prefer online shopping because they can purchase any item which are not available in villages. When you compare the online and the offline shopping world, you will realise that online shopping is quite convenient, because you can do it right from your office or your home or even when you are on a holiday. You can also shop at any time, during the day or even at midnight. Online shopping is way better when compared to offline shopping.

- It can Save Time. ...
- can Save Transportation Expenses. ...
- You can Shop at Any Time You Want. ...
- Products are Cheaper. ...
- You Don't Need to Wait on Queues.
- You can Avoid Crowds. ...
- It is Easy to Search for What You Want
- People find pleasure in window shopping

When we see the people buy prefer online purchases, mostly they go for electronic items. The following table shows the percentage of people purchase different items.

Table 1. Percentage of people prefer online items

Item	No of people
Cloths	70
phones	45
cosmetics	12
grocery	8
other electronics	40

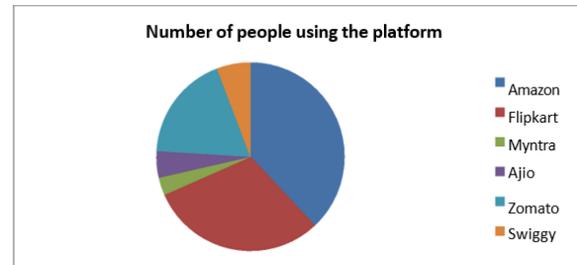


The following figure depicts the percentage of people prefer to buy different items

There are many online platforms available in the internet. However people are accustomed to use some popular platform. Hence the data is collected regarding the most preferred platforms.

Table 2. Individuals using different platforms

Name of the plat form	Number of people using the platform
Amazon	250
Flipkart	200
Myntra	20
Ajio	30
Zomato	120
Swiggy	38



The following figure depicts te number of individuals using different platforms

People prefer different modes of payment in their purchases. The following are different modes shown in the table.

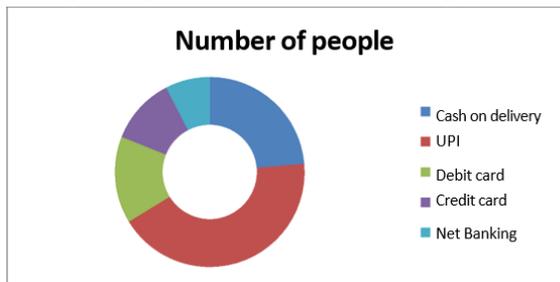
Table 3. Modes of payment

Mode	Number of people
Cash on delivery	200
UPI	360
Debit card	125
Credit card	96

Net Banking	64
TOTAL	845

It is observed that most of the people are using cash on delivery and UPI method of payment. This is more convenient for them as they can return or cancel the order at any time which is not available in offline shopping. However very few are using net banking because they feel it as a difficult process. Moreover some of the people still fear about the cyber security problems.

The figure depicts the different modes of payments.



CONCLUSION

It is observed from this project that there is growing trend for online shopping and reasons are

- User who buy items online find it easy and user friendly.
- User have an extra option of not buying anything even after verifying all the features of articles or items.
- Online users find the system easy returns hassle free and convenient.
- Online buyers have an option of buying in EMIs.
- Online buyers have reviews by verified purchers as ready reckoners which is not possible in offline method.

It is found that online shopping is growing very rapidly. Hence it is suggested to create more employment for rural youth in this industry. Introduction of new courses like Digital marketing and E-commerce at college level may be helpful to the youth in finding employment. It is also suggested to encourage start-ups in this industry. The development of logistics industry is the need of the hour. At the same time, protecting the interests of local small traders is also very important. There is a need to motivate and train them to sell their groceries, vegetables on online platform.

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