

FUTURE OF VIRTUAL MARKETS IN THANJAVUR SPECIAL REFERENCE TO PILLAYARPATTI

MEHARAJ NISHA.K

First year, Department of Management
Studies,
Periyar Maniammai Institute Of science and
Technology,
Thanjavur- Vallam.

DR. RAJANDRAN.KVR

Associate professor, Department Of
Management Studies,
Periyar Maniammai Institute of
science and Technology
Thanjavur- Vallam.

ABSTRACT:

In the last decade virtual markets are facing a rising trend throughout the country. This is evidenced by increase in the share of online shopping in the overall retail shopping. Nowadays the virtual markets are gaining popularity over non-metro cities. Developed information technology services and availability of budget smart phones made online shopping more familiar. This paper tries to find out what will be the future of virtual markets in Thanjavur special reference to Pillayarpatti. For this study data was collected using questionnaire method and statistical tool ANOVA was used to conclude the results.

1. INTRODUCTION:

A virtual market is the one where there is no direct physical contact between buyers and sellers. Can you think what will be the future of Indian markets by the next decade Improved internet usage in India leads to improve the purchasing trends in the country. Virtual markets are developing day by day which makes people to shop from the comfort of home. This study will contribute in sharing the information about the future of virtual marketers in India.

2. LITERATURE REVIEW:

- Gagan Nagra & Gopal (2013) conducted the study using interview and questionnaire method and had a random sampling method for the size of 70. ANOVA test was the statistical tool. The results prove that the respondents have perceived online shopping in a positive manner.
- Amitsaha (2015), collected data through primary sources with a sample size of 15 retail stores. The data was collected through interview and investigation methods. The data is represented using chart and bar diagram. The results state that the consumers become more comfortable with the experience of online shopping and the retail shops need to improve the service to survive.

- Aishwarya Goyal (2015) used an empirical data based study. All the information is collected through secondary data sources and the outcome shows that there is a raising trend of online shopping in India
 - Sarath Anantha Lakshmi and Arun Kumar (2016), explained his research result using a sample size of 105. Interview method of data collection was used. SPSS software was used for the primary data type. The study concludes that consumer attitude changes with time but consumers are very comfortable with online shopping.
 - Jayasubramaniam. & Sivasakthi. Had taken a sample size of 50. They prepared own questionnaires which are analysed using simple percentage analysis and ranking
- ## 3. RESEARCH METHODOLOGY:
- **Sample size:** 30
 - **Data collection method :** Questionnaire Method
 - **Sample Design :** Simple Random Sampling
 - **Types of the data :** Primary Data
 - **Tool used:** Anova analysis. The result shows that the consumers are much satisfied with online shopping.

- **Area of research:** Pillayarpatti, Thanjavur

H0: There is no relationship between people and online shopping.

H1: There is relationship between people and online shopping.

4.DATA ANALYSIS

TABLE:4.1

VARIABLE	SD	D	N	SA	A
purchasing homemakers me happy save time	5	2	0	13	10
purchasing online satisfies more retail store	4	2	4	5	15
adds in app used influence me to shop online	2	3	2	13	10
smart phone play major role online marketing	2	2	2	14	10
I feel virtual market are better retail market	0	8	0	9	13
product brought local and virtual market same	1	6	8	2	13
I feel virtual markets offering great discounts	3	8	2	9	8
after sale service in good in online marketing	5	5	9	2	9
make all offers available for me virtual market	2	8	6	4	10
sometime irritated due to ads in smart phone	1	1	6	7	15
MEAN	2.5	4.5	3.9	7.8	11.3

INTERPRETATION

From the above table-1 it is evident that the mean score 11.3 is higher on “AGREE” followed by mean score 7.8 on “STRONGLY AGREE” it is clear that there is significant relationship between consumer awareness and post deposit schemes. From table-2 therefore, accept the null hypothesis (H0)

ANOVA:4.2

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	24.43	9	2.714	1.559	0.127194114	1.91224
Within Groups	504.967	290	1.741			
Total	529.397	299				

5. CONCLUSION:

From the study it is concluded that the people in the Pillayarpatti locality is less aware of online shopping. Online shopping is yet to develop in this locality. There is a scope for online shopping in the upcoming years.

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