

Awareness of E-Commerce in Eastern Uttar Pradesh with Special Reference to Varanasi and Prayagraj

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Abstract

E-commerce has changed the way of doing business in India. E-commerce provides various advantages to the consumers such as availability of goods and services at cheaper cost, wide options for shopping, saving time etc. in well-developed cities whereas people become more aware with e-commerce benefits. On the other hand, most of the people avoid the shopping through e-commerce portals due to not having much knowledge and awareness about the e-commerce in semi-developed cities. The main reason of this habit of the people may be unawareness or confusion about the e-commerce shopping in the small developing cities. This study explores the awareness about the e-commerce aspects among the people in the study area. The main objective of the study is to analyse the various aspects of awareness about e-commerce in Eastern Uttar Pradesh. The study was conducted through collection of primary data from 300 respondents in Varanasi and Prayagraj district. In this way, by analysing the data, it was identified that the people of Varanasi and Prayagraj are aware only with some aspects and not much aware with others aspects of e-commerce. The data was analysed with the help of Mann Whitney U-test. The data analysis reveals the result of Mann Whitney U-test to find out the opinion of the respondents on the basis of comparative mean rank with mean value. Further, it is found that most of the people are familiar with major aspect of the awareness about e-commerce but few things need to work on.

Keywords- E-commerce, Awareness, E-commerce Portals, Internet Penetration, B to B, B to C, C to C, Economy.

1. Introduction

E-commerce is a revolution in the present era of the business which is totally changed of the form of the business. E-commerce is not only one of the fastest growing business models in different field but also the most acceptable among the customers all over the world. The youth do not visit to buy products like; electronics, dresses or food due to the easiness and quickness of e-commerce. E-commerce affects the life of the people in the form of giving more option of shopping on comparative price. With the help of this model of business economy get a boost to grow. E-commerce is already appearing in all areas of business, customer services, new product development and design. E-commerce business is growing in India due to of wide range of product with minimum price wide range of traders and customers internet. In this modern era every business units want to join online business because increasing ratio of internet users in India. E-commerce in India is still in growing stage but it offers considerable opportunity to the consumers and business unity.

Meaning and Definition of e-commerce

The buying and selling products and services by customers or consumers through internet without using any paper is consider as e-commerce. E-commerce transactions are conducted with the help of computers, mobile phones, and other devices. E-commerce is way, by which a consumer can not only buy and sell the products and services but also he can transfer the funds or data.

According to Ministry of Electronics and Information Technology Government of India, “E-commerce in recent times has been growing rapidly across the world. It is a type of business model, or segment of a larger business model, that enables a firm or individual to conduct business over an electronic network, typically the internet. Electronic

commerce operates in all four of the major market segments: business to business, business to consumer, consumer to consumer and consumer to business.”

Types of e-commerce

1. Business to Business (B to B)
2. Business to Consumer (B to C)
3. Consumer to Consumer (C to C)

2. Review of Literature

Rajendra Madhukar Sarode (2015)-This paper aims to analyse the opportunities, barriers, and growth of e-commerce in India. For this analysis the data was collected from the secondary source. It was suggested that e-commerce is the future of shopping because the awareness and the internet penetration is growing by leaps and bound in India. This paper also deals with some problems such as privacy, theft of intellectual property, hacking or fraud, consumer protection etc. The researcher has suggested that government should provide strong legal framework to reduce such factors.

Dr. Kishore Das and Affreen Ara (2015)-This paper attempts to identify the various growth factors of e-commerce in India in which investment, retail market, logistics infrastructure and internet regulations are included. The data has collected from the secondary source. The result of this paper was e-commerce growth is expected as Indian e-commerce industry is having access to funds both local and international investments. The e-commerce industry will be faced with challenges as it matures but there is a prospective for growth in to rising of internet users and advancement in technology. Therefore, e-commerce companies will need to work hard to provide better services to customers and also to expend the business in future.

Dr. Rajasekar S. and Sweta Agarwal (2016)-This paper has been tried to find out the impact of e-commerce on the basis of historical development, growth and challenges of e-commerce in India. On the basis of analysis the study conclude that the e-commerce business totally depends upon the technology and internet connectivity. Many e-commerce communities are trying to take advantage the potential of e-commerce in India. In this way, the paper suggested that the government policies must ensure the cost effective solutions.

Premkumar Balaraman, Sabarinathan Chandra (2016) -This paper attempt to find out the changing trends and impact on business model of e-commerce. On the basis of the analysis of secondary data the paper conclude that the market is flooded with various products which helps the managing, processing and analysing the data because the information technology have changed face of the doing business.

Ajay Kashyap (2018) - E-commerce has emerged to be one of the giant role-playing industries in the business market with a global presence. As a consequence of huge past transformation, the competition amongst the e-commerce brands has intensified, not just in terms of the business generated, but more so in terms of customer acquisition and retention. With the number of brands, customers & other factors having multiplied exponentially, the e-commerce players are in a cut-throat hustle to get ahead in the competition

3. Research Methodology-

3.1- Objectives of the study

To evaluate and analyse the difference aspect of e-commerce through this study, there has been formed some objectives which are given below-

1. To study the awareness about the e-commerce portals
2. To analyse the awareness about the product and services and payment system
3. To study the awareness about risk, rules and regulation on e-commerce

3.2- Hypotheses for the study

Some hypothesis have been formed on the basis of objectives which are given below-

1. There is no significance difference in awareness of the e-commerce portals
2. There are no significance difference in the awareness about the products and services and payment system.
3. There is no significance difference of awareness about risk, rules and regulation on e-commerce.

3.3- Source of the Data

For this study primary and secondary data have been used. The primary data has been collected by the researcher with the help of well-structured questionnaire developed on 5 point Likert scale from the Varanasi and Prayagraj. The secondary data has been collected from research papers, Articles, newspapers and websites for the purpose of theoretical part of the paper. The sample size of this study is 300 which are collected from the both cities Varanasi and Prayagraj.

4. Data Analysis

For analysing the data and find out the result related to the proposed hypothesis, the Mann-Whitney U-test has been used in this study. The researcher has been used to analyse the various aspects related to the awareness of e-commerce among the people of Eastern Uttar Pradesh region.

Table 4.1- Awareness about e-commerce portals

E-Commerce Portals	Varanasi		Prayagraj		Total		Mann-Whitney U-Test	P-Value
	Num.	Per	Num.	Per.	Num.	Per.		
SDA	3	2	4	2.67	7	2.33		
DA	7	4.67	16	10.67	23	7.67		
A	95	63.33	104	69.33	199	66.33	9471	.005
CA	12	8	4	2.67	16	5.33		
SA	33	22	22	14.67	55	18.33		
Total	150	100	150	100	300	100		

Source- Primary Data, Per. = Percentage (%)

SDA= Strongly Disagree, DA= Disagree, A= Agree, CA= Can't Say, SA= Strongly Agree

The above table shows the awareness about e-commerce portals in Varanasi and Prayagraj. It is found that the maximum numbers of respondents have agreed by 85.33 % with the statement in Varanasi. On the other hand, the maximum numbers of the respondents have agreed by 84% with the statement in Prayagraj. The p-value of the study is .005 which is indicated there is a significance difference in the opinion expressed by the respondents.

Table 4.2-Awareness about the products and services

Products and Services	Varanasi		Prayagraj		Total		Mann-Whitney U-Test	P-Value
	Num.	Per	Num.	Per.	Num.	Per.		
SDA	4	2.67	0	0	4	1.33		
DA	6	4	8	5.33	14	4.67		
A	97	64.67	104	69.33	201	67	10902	.578
CA	14	9.33	18	12	32	10.67		
SA	29	19.33	20	13.33	49	16.33		
Total	150	100	150	100	300	100		

Source- Primary Data, Per. = Percentage (%)

SDA= Strongly Disagree, DA= Disagree, A= Agree, CA= Can't Say, SA= Strongly Agree

The above table shows the awareness about product and services in Varanasi and Prayagraj. It is found that the maximum numbers of respondents have agreed by 84% with the statement in Varanasi. On the other hand, the maximum numbers of the respondents have agreed by 82.66% with the statement in Prayagraj. Since, the p-value of the study is .578 which is more than the significance value. Therefore, it is indicated that there is no significance difference in the opinion expressed by the respondents.

Table 4.3-Awareness about the online payment system

Online Payment System	Varanasi		Prayagraj		Total		Mann-Whitney U-Test	P-Value
	Num.	Per	Num.	Per.	Num.	Per.		
SDA	0	0	0	0	0	0		
DA	7	4.67	2	1.33	9	3		
A	90	60	103	68.67	193	64.33		
CA	10	6.67	22	14.67	32	10.67		
SA	43	28.67	23	15.33	66	22	10562.50	.281
Total	150	100	150	100	300	100		

Source- Primary Data, Per. = Percentage (%)

SDA= Strongly Disagree, DA= Disagree, A= Agree, CA= Can't Say, SA= Strongly Agree

The above table shows the awareness about online payment system in Varanasi and Prayagraj. It is found that the maximum numbers of respondents have agreed by 88.67% with the statement in Varanasi. On the other hand, the maximum numbers of the respondents have agreed by 84% with the statement in Prayagraj. The p-value of the study is .281 which is more than the significance value. Therefore, it is indicated that there is no significance difference in the opinion expressed by the respondents.

Table 4.4-Awareness about the risk in e-commerce business

The Risk in e-commerce business	Varanasi		Prayagraj		Total		Mann-Whitney U-Test	P-Value
	Num.	Per	Num.	Per.	Num.	Per.		
SDA	3	2	0	0	3	1		
DA	18	12	7	4.67	25	8.33		
A	80	53.33	85	56.67	165	55		
CA	30	20	27	18	57	19		
SA	19	12.67	31	20.67	50	16.67	9743.50	.027
Total	150	100	150	100	300	100		

Source- Primary Data, Per. = Percentage (%)

SDA= Strongly Disagree, DA= Disagree, A= Agree, CA= Can't Say, SA= Strongly Agree

The above table shows the awareness about the risk in e-commerce business in Varanasi and Prayagraj. It is found that the maximum numbers of respondents have agreed by 66% with the statement in Varanasi. On the other hand, the maximum numbers of the respondents have agreed by 77.34% with the statement in Prayagraj. Since, the p-value of the study is .027 which is indicated that there is a significance difference in the opinion expressed by the respondents.

Table 4.5-Awareness about the delivery of e-commerce products

The Delivery of e-commerce products	Varanasi		Prayagraj		Total		Mann-Whitney U-Test	P-Value
	Num.	Per	Num.	Per.	Num.	Per.		
SDA	3	2	1	0.67	4	1.33		
DA	6	4	4	2.67	10	3.33		
A	92	61.33	90	60	182	60.67		
CA	16	10.67	26	17.33	42	14		
SA	33	22	29	19.33	62	20.67	10819	.512
Total	150	100	150	100	300	100		

Source- Primary Data, Per. = Percentage (%)

SDA= Strongly Disagree, DA= Disagree, A= Agree, CA= Can't Say, SA= Strongly Agree

The above table shows the awareness about the delivery of e-commerce products in Varanasi and Prayagraj. It is found that the maximum numbers of respondents have agreed by 83.33% with the statement in Varanasi. On the other hand, the maximum numbers of the respondents have agreed by 79.33% with the statement in Prayagraj. Since, the p-value of the study is .512 which is more than the significance value. Therefore, it is indicated that there is no significance difference in the opinion expressed by the respondents.

Table 4.6-Awareness about the price difference between online and offline shopping

Price differences between online and offline shopping	Varanasi		Prayagraj		Total		Mann-Whitney U-Test	P-Value
	Num.	Per	Num.	Per.	Num.	Per.		
SDA	4	2.67	0	0	4	1.33		
DA	10	6.67	3	2	13	4.33		
A	87	58	87	58	174	58		
CA	17	11.33	31	20.67	48	16		
SA	32	21.33	29	19.33	61	20.33	10190	.113
Total	150	100	150	100	300	100		

Source- Primary Data, Per. = Percentage (%)

SDA= Strongly Disagree, DA= Disagree, A= Agree, CA= Can't Say, SA= Strongly Agree

The above table shows the awareness about the price difference between online and offline shopping in Varanasi and Prayagraj. It is found that the maximum numbers of respondents have agreed by 79.33% with the statement in Varanasi. On the other hand, the maximum numbers of the respondents have agreed by 87% with the statement in Prayagraj. Since, the p-value of the study is .113 which is more than the significance value. Therefore, it is indicated that there is no significance difference in the opinion expressed by the respondents.

Table-4.7 Awareness about the government rules and regulations on e-commerce

Government rules and regulations on e-commerce	Varanasi		Prayagraj		Total		Mann-Whitney U-Test	P-Value
	Num.	Per	Num.	Per.	Num.	Per.		
SDA	4	2.67	1	0.67	5	1.67		
DA	11	7.33	14	9.33	25	8.33		
A	59	39.33	85	56.67	144	48		
CA	49	32.67	33	22	82	27.33		
SA	27	18	17	11.33	44	14.67	9488.50	.012
Total	150	100	150	100	300	100		

Source- Primary Data, Per. = Percentage (%)

SDA= Strongly Disagree, DA= Disagree, A= Agree, CA= Can't Say, SA= Strongly Agree

The above table shows the awareness about the government rules and regulations followed by e-commerce in Varanasi and Prayagraj. It is found that the maximum numbers of respondents have agreed by 57.33% with the statement in Varanasi. On the other hand, the maximum numbers of the respondents have agreed by 68% with the statement in Prayagraj. Since, the p-value of the study is .012 which is indicated that there is a significance difference in the opinion expressed by the respondents.

5. Findings of the study-

- It is found that 84.66 % of the respondents have agreed with the statement, and it is concluded that most of the respondents in the study area are aware about the e-commerce portals.
- It is also found that 83.33 (67+16.33) % of the respondents have agreed with the statement, and hence it is concluded that most of the respondents in the study area are aware of the e-commerce products and services.
- The study has found that 86.33 (64.33+22) % of the respondents have agreed with the statement, and it is concluded that most of the respondents in the study area are aware of the e-commerce online payment system.
- It is revealed that (55+16.67) % of the respondents have agreed with the statement, and most of the respondents in the study are aware about the risk in e-commerce business.
- It is found in the study that 81.34 (60.67+20.67) % of the respondents have agreed with the statement, and it is concluded that most of the respondents in the study area are aware about the delivery of e-commerce products.
- It is also found that 78.33 (58+20.33) % of the respondents have agreed with the statement, and it is concluded that most of the respondents in the study know about the price difference between online and off line shopping.
- It is found that 62.67 (48+14.67) % of the respondents have agreed with the statement, and it is concluded that most of the respondents in the study area are aware about the rules and regulation on e-commerce portals.

6. Suggestions:

On the basis of the data analysis, the following suggestions are made to spread more awareness about the e-commerce transactions among the people in the country-

- It is suggested that the e-commerce portals should focus on improve the development of infrastructure of information technology and internet to reach the maximum numbers of people in Eastern Uttar Pradesh. Therefore, the people attract toward the online shopping which will increase the awareness and knowledge about the different aspect of e-commerce.
- It is also suggested that the e-commerce portals should focus to reduce the risk related with privacy, payment security, personal security etc. of the people during online shopping.
- E-commerce portals should develop local chain to make aware about their business and business policy.
- It is suggested that portals unity should try to give more incentive and cheaper offers to the people time to time to increase their selling because most of the people prefer traditional live-shopping.
- This study also suggests that government should construct some law, rules and regulation on e-commerce which will protect not only the consumers but also the traditional store business in the region.
- It is suggested that the e-commerce portals should present their products and services in local languages because the rural area people of the study are not so good in English language which impacts the business of e-commerce.

7. Conclusion:

The study presents a view of the people about awareness of e-commerce in Eastern Uttar Pradesh. E-commerce has become very popular among the people in the world. But in India which is a developing country, there is a big potential for e-commerce to grow fast due to huge penetration of internet. Internet users have increased rapidly in India, whereas, e-commerce is not much increase in comparison of internet users, the big reason behind this unawareness or having not detailed knowledge about the e-commerce. With the help of this study, it is found that only 57.33 % respondents have agreed with the statement about the rules and regulations in Varanasi. On the other hand, 68% respondents have agreed with the statement in Prayagraj. This percentage disclose that rules and regulations are the big issue for doing business by the e-commerce so the companies should disclose their policies clearly to the consumers on the web sites.

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