

A STUDY ON INFLUENCE OF PERCEIVED PRIVACY AND SECURITY ON ONLINE PURCHASING WITH REFERENCE TO CONSUMERS OF NAVSARI CITY

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Abstract

E-commerce is one of the key contributors for globalization of markets which are one of the main sources of capital inflow in emerging economies. It is an online platform which brings buyers and sellers on same platform in lower cost and time. However, there are many consumers who still prefer to buy products through physical locations rather than E-Commerce with a fear of fraudulent, misleading and unfair business practices. The success of e-commerce depends on consumer's perceived privacy and security towards seller, payment mode, product quality and overall e-commerce system.

India is currently facing many types of cyber security threats such as sophisticated cyber-attacks, cracking, war dialing, denial of service attacks etc. However, the cyber security environment in India is also changing due to growing threats of cyber-attacks and cyber-crimes. It is important to establish a strong, robust and resilient cyber security infrastructure in India.

Present descriptive study addresses role of security, privacy and risk perception of consumers to shop online. The objective of the study is to examine how consumers of Navsari city perceive security of their online transactions and how they perceive the privacy of their confidential data maintained by companies. The study also focuses on whether there is any relationship between perceived privacy and security by consumers and their frequency of using e-commerce platform. The research is based on primary data which is collected from consumers of Navsari city. Principal component analysis has extracted 3 factors which are labeled as Perceived Security, Security Threats and Perceived Privacy. The result of regression analysis shows that there is a negative influence of security threats on online purchasing. P value for F statistics is 0.000 which show that there is a statistically significant influence of security threats on online purchasing by respondents.

As negative influence of security threats on online purchasing is observed, it is suggested to online consumers to use various security tools available such as multi-layered security protocols, detailed privacy policies, strong authentication and encryption.

Key Words: E-commerce, Perceived Privacy, Perceived Security, Online Shopping

1. INTRODUCTION

E-commerce can be defined as the procedure of buying and selling of products or services over electronic systems. E-commerce is considered as a dominant tool for business transformation which allows companies to enhance their supply chain operation and improve relationship with customers. E-commerce can be classified into various categories based on the entities involved in the transaction. These categories include Business-to-Business (B2B), Business-to-Consumer (B2C), Consumer-to-Consumer (C2C), Consumer-to-Business (C2B) and Intra organizational e-commerce etc.

India's e-commerce market was worth about USD 3.8 billion in 2009 and it gone up to USD 23 billion in 2015. Analysts predicted that in 2016, e-commerce industry in India will witness to significant upward movement due to aggressive online discounts and ample of choices available online.

However, there are many consumers who still prefer to buy products through physical locations rather than E-Commerce with a fear of fraudulent, misleading and unfair business practices. The success of e-commerce depends on consumer's perceived privacy and security towards seller, payment mode, product quality and overall e-commerce system. The objective of the study is to examine how consumers of Navsari city perceive security of their online transactions and how they perceive the privacy of their confidential data maintained by companies. The study also focuses on the relationship between perceived privacy and security by consumers and their frequency of using e-commerce platform.

2. DIMENSIONS OF E-COMMERCE SECURITY

Individuals as well as e-commerce companies can focus on dimensions such as Integrity, Non-repudiation, Authenticity, Confidentiality, Privacy and availability for increasing security in e-commerce transactions and protect themselves from above mentioned security threats.

- **Integrity:** It is the ability to ensure that the information displayed on a website or transmitted over internet has not been altered in any way by any unauthorized party.
- **Non-repudiation:** It is the ability to ensure that e-commerce party does not deny online actions.
- **Authenticity:** It is the ability to identify the identity of a person or entity with which person is dealing on internet.
- **Privacy:** It is the ability of e-commerce companies to control the use of information provided by customers about themselves to merchant.
- **Availability:** It is the ability to ensure that an e-commerce site continues to function as intended.

3. LITERATURE REVIEW

(Udo, 2001) examined privacy and security concerns as major barrier for e-commerce. The research was based on primary data collected from 158 respondents and found that privacy, security and threats, impersonation, forged identity, children protection, e-mail safety and censorship etc are the major concerns in the development of e-commerce.

(Yi Yi Thaw, 2009) examined the factors that influences consumers trust on E-commerce adoption. The study found that perceived privacy of online transaction on trust is influenced by perceived security. And consumers trust in online transaction is significantly related with the trustworthiness of web vendors. However, the study concluded that there is a poor correlation between perceived security and perceived privacy with consumer trust.

(Ramin Azadavar, 2011) studied the factors affecting consumers' perception of online shopping. The research found that factors like trust, customer service, customer's income, price of product and security are important factors which encourage people to purchase online. The study stated that high level of security in online marketing has potential to grow more customers to purchase online.

(Rashad Yazdanifard, 2011) examined security and privacy as a potential risk for further e-commerce development. The study is based on secondary data that emphasize on need for security and privacy measures and importance of customer trust in developing online relations. The study elaborated about security issues like identity theft and financial fraud and stated the need of secure communication networks in order to attract and retain customers. It also explained privacy issues in e-commerce and concluded that there is a need of well established privacy setting measures which ensures confidentiality and safety of customer's information.

(Manish Jha, 2014) studied factors influencing consumer's trust in e-commerce. The study concluded that there is a poor connection between perceived security and perceived privacy with consumer's trust. The study concluded that as consumers get used to Internet and techniques which can be used to defend themselves online, the security and privacy issues are becoming less responsive matter over time.

4. RESEARCH METHODOLOGY

Problem Statement: E-commerce has gained considerable attention in past few years and has created enormous change in business environment. However, due to development of e-commerce, the threat of security and privacy in online transactions has been also increased. There are few customers who still prefer offline transactions as compared to online transactions. The present research has identified lack of trust on online transactions as a problem in the further development of e-commerce and focused on investigating the perception of online customers towards privacy and security of their transaction. The study also examines the impact of perceived privacy and security on online purchasing.

5. OBJECTIVES OF STUDY

- To study the perception of online customers towards privacy and security of their transaction.
- To identify the factors of trust with e-businesses to engage a customer in transactions involving money and personal data.

- To examine the influence of security threats on online purchasing with reference to consumers of Navsari city.

Research Design: Descriptive research design has been used for the study.

Sampling Method: Non Probability convenient sampling is used for as a sampling method.

Sample Unit and Sample Size: The sample unit is the consumers of Navsari city and data has been collected from 150 consumers.

Gender	Frequency	%	Education	Frequency	%
Male	94	63	Under graduate	16	11
Female	56	37	Graduate	52	35
Total	150	100	Post graduate	77	51
			Doctorate	5	3
Age	Frequency	%	Total	150	100

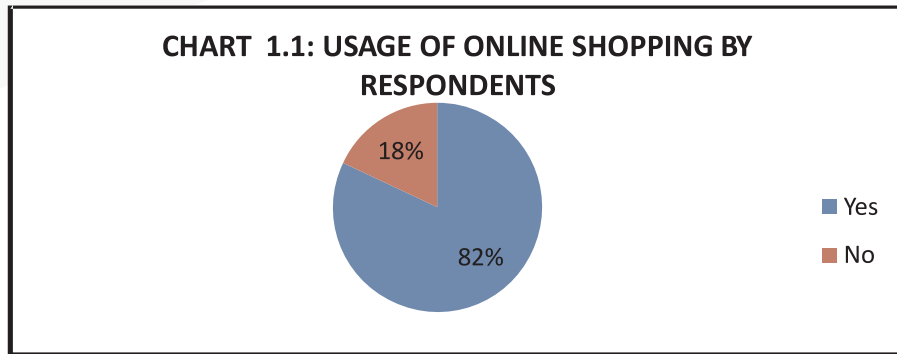
Data Collection and Analysis Tools: The data has been collected using structural questionnaire from the Consumers of Navsari city. The data has been analyzed using various Tables, Charts, Factor Analysis, and Regression Analysis.

6. ANALYSIS

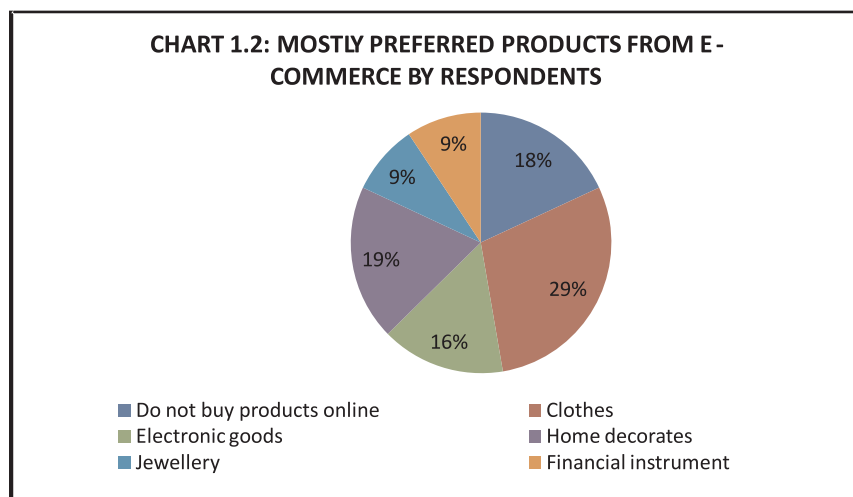
TABLE 1.1: DEMOGRAPHIC PROFILE OF RESPONDENTS:

18-27	34	23	<table><tr><th colspan="3"></th></tr><tr><th>Occupation</th><th>Frequency</th><th>%</th></tr><tr><td>Self employed</td><td>29</td><td>19</td></tr><tr><td>Private job</td><td>92</td><td>61</td></tr><tr><td>Government Job</td><td>9</td><td>6</td></tr><tr><td>Retired</td><td>3</td><td>2</td></tr><tr><td>Student/independent researcher</td><td>17</td><td>11</td></tr><tr><td>Total</td><td>150</td><td>100</td></tr><tr><td colspan="3"></td></tr><tr><td colspan="3"></td></tr><tr><td colspan="3"></td></tr><tr><td colspan="3"></td></tr><tr><td colspan="3"></td></tr><tr><td colspan="3"></td></tr></table>				Occupation	Frequency	%	Self employed	29	19	Private job	92	61	Government Job	9	6	Retired	3	2	Student/independent researcher	17	11	Total	150	100																		
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0-200000	41	27																																											
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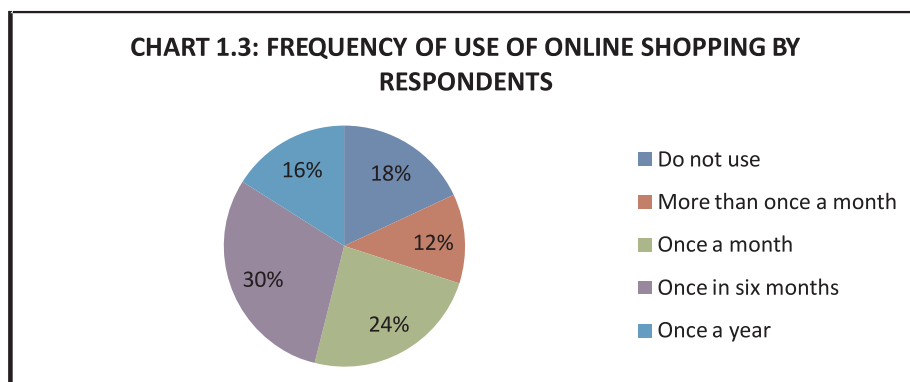
It can be seen from table 1.1 that 63 per cent of the respondents are male and 37 percent respondents are female. 41 percent of the respondents belong to the age group of 28-37 and annual income of 33 percent respondents is between Rs 400001-600000. 51 percent of respondents are post graduate and 61 percent respondents are having private job.



It can be seen from the chart 1.1 that 82 percent respondents are using e-commerce platform for online shopping whereas 18 percent respondents are not using e-commerce platform.

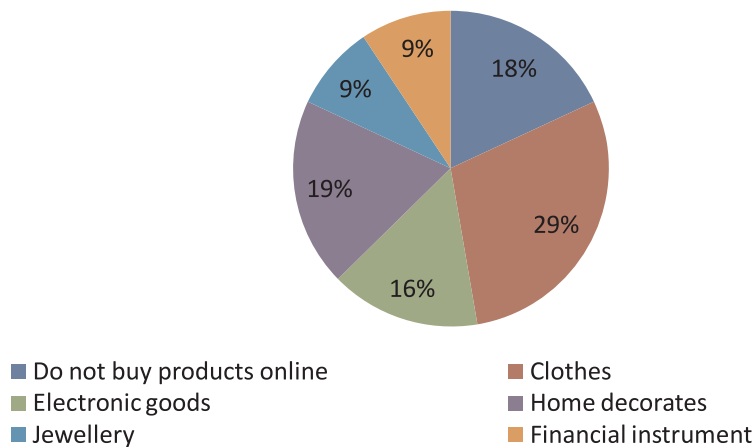


It can be seen from chart 1.2 that 29 percent respondents prefer to buy clothes from online shopping, 19 percent respondents prefer to buy home decorates, 18 percent respondents do not use e-commerce, 16 percent respondents prefer to buy electronic goods and 9 percent respondents uses e-commerce for buying jewellery and financial instrument.



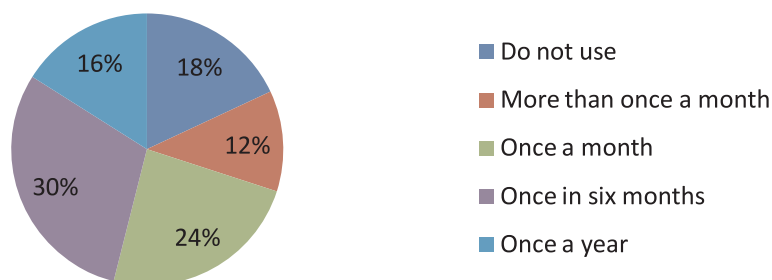
It can be said from chart 1.3 that 30 percent respondents uses e-commerce once in six months, 24 percent respondents uses e-commerce once a month, 18 percent respondents do not uses e-commerce, 16 percent respondents uses e-commerce once a year and 12 percent respondents uses e-commerce more than once a month.

**CHART 1.2: MOSTLY PREFERRED PRODUCTS FROM E -
COMMERCE BY RESPONDENTS**



It can be seen from chart 1.2 that 29 percent respondents prefer to buy clothes from online shopping, 19 percent respondents prefer to buy home decorates, 18 percent respondents do not use e-commerce, 16 percent respondents prefer to buy electronic goods and 9 percent respondents uses e-commerce for buying jewellery and financial instrument.

**CHART 1.3: FREQUENCY OF USE OF ONLINE SHOPPING BY
RESPONDENTS**



It can be said from chart 1.3 that 30 percent respondents uses e-commerce once in six months, 24 percent respondents uses e-commerce once a month, 18 percent respondents do not uses e-commerce, 16 percent respondents uses e-commerce once a year and 12 percent respondents uses e-commerce more than once a month.

TABLE 1.2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.785
Bartlett's Test of Sphericity	Approx. Chi-Square	1.203E3
	df	78
	Sig.	.000

The **KMO** measures the sampling adequacy which should be greater than 0.5 for a satisfactory factor analysis to proceed. It can be seen from Table 1.2 that the KMO measure is 0.785 which is more than 0.5 which means the sample size taken for the study is appropriate for factor analysis. **Bartlett's test** is another indication of the strength of the relationship among variables. It can be seen in Table 1.2 that the value of significance for Bartlett's test of Sphericity is 0.000 which is less than 0.05. Therefore alternative hypothesis is accepted which shows that present correlation matrix is not an identity matrix.

TABLE 1.3: EXTRACTION OF FACTORS FROM VARIABLES:**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.767	44.364	44.364	5.767	44.364	44.364	3.360	25.847	25.847
2	1.922	14.787	59.151	1.922	14.787	59.151	3.121	24.008	49.855
3	1.172	9.014	68.165	1.172	9.014	68.165	2.380	18.310	68.165
4	.936	7.201	75.366						
5	.787	6.054	81.420						
6	.552	4.247	85.667						
7	.470	3.617	89.284						
8	.441	3.391	92.675						
9	.269	2.071	94.747						
10	.223	1.716	96.463						
11	.166	1.277	97.740						
12	.162	1.248	98.988						
13	.132	1.012	100.000						

Extraction Method: Principal Component Analysis.

It can be seen from table 1.3 that 3 factors have been extracted out of 13 variables whose initial eigenvalues are more than 1.

TABLE 1.4: ITEM-TO-CORRELATE AND RELIABILITY OUTPUT:

Factors Extracted	Item-to-correlate	Reliability
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Factor 1			
Q6	I have confidence in the security of my transaction while dealing with this online store.	.621	0.874
Q7	I believe that my personal information provided online will not be misused by any unauthorized party.	.661	
Q8	I believe that the transaction with this store is safe.	.765	
Q9	I am confident that my transaction with this store is transparent and reliable.	.829	
Q10	The current security features such as encryption and passwords are sufficient to provide security and safety when on the Internet.	.783	
Factor 2			
Q11	Some e-mails do not come from the people that appear to send them.	.896	0.823
Q12	Stalking and impersonation (including forged identity) are common on the Internet.	.715	
Q13	Most e-mails are accessed by people other than the owners.	.841	
Factor 3			
Q1	I am confident that I am aware about all the parties involved in e-commerce transaction.	.666	0.771
Q2	I know what information I need to provide during e-commerce transaction.	.671	
Q3	I believe that I have control over how my personal information will be used by online sellers.	.840	
Q4	I believe that the online seller will not disclose my personal information without my consent.	.665	

Factor 1(as shown in Table 1.4) is labeled as “Perceived Security” as it includes the variables regarding consumes trust on security of their transaction in e-commerce. Factor 2 (as shown in Table 1.4) is labeled as “Security Threats” as it includes the variables regarding the security related threat experienced by online consumers. Factor 3 (as shown in Table 1.4) is labeled as “Perceived Privacy” as it includes variables regarding consumers trust on privacy of their personal information provided by them to e-commerce sellers.

ANALYSIS OF INFLUENCE OF SECURITY THREATS ON ONLINE PURCHASING

Ho: There is no statistically significant influence of security threats on online purchasing by respondents.

H1: There is a statistically significant influence of security threats on online purchasing by respondents.

TABLE 1.5: REGRESSION ANALYSIS OF SECURITY THREATS ON ONLINE PURCHASING:**Table 1.5.1: ANOVA ^b**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	34.916	1	34.916	23.264	.000 ^a
Residual	222.124	148	1.501		
Total	257.040	149			

a. Predictors: (Constant), Security threats

b. Dependent Variable: Frequency of online purchasing

Table 1.5.2: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.867	.384		10.077	.000
Security threats	-.709	.147	-.369	-4.823	.000

a. Dependent Variable: Frequency of online purchasing

It can be seen from table 1.5.2 that Standardized beta coefficient for perceived security is -0.369. Therefore there is a negative influence of security threats on online purchasing. It means for every one unit increase in security threat, online purchasing is predicted to decrease by 36.9 percent. Table 1.5.1 shows that P value for F statistics is 0.000 which is less than 0.05. It means that model is appropriate for the data and there is a statistically significant influence of security threats on online purchasing by respondents. The regression model can be written as follows:

Frequency of online purchasing = 3.867 – 0.369 (Security Threats).

7. CONCLUSION AND SUGGESTIONS

Present research has been carried out with an objective to identify perceived privacy and security in online transactions by respondents of Navsari city and to identify the influence of security threats on online purchasing. The study is primary in nature where most of the respondents are male, belong to the age group of 28-37, annual income between 4,00,001 to 6,00,000 Rs, education of most of the respondents is post graduate and most of the respondents are having private job.

The analysis shows that most of the respondents prefer to buy clothes from online shopping and very few respondents prefer to buy jewellery and financial instruments online. Majority of the respondents uses e-commerce once in six months. Low price and online ratings given by other consumers are the most influencing factors affecting consumer's decision to purchase online. The analysis also confirms that privacy and security threats are important concerns while using e-commerce.

Principal component analysis has extracted 3 factors out of 13 variables which represents 68.17 percent variance in respondents' decision while using e-commerce. Three extracted factors are

labeled as Perceived Security, Security Threats and Perceived Privacy according to the nature of variables falling under the said factor. The result of regression analysis shows that there is a negative influence of security threats on online purchasing which means for every one unit increase in security threat, online purchasing is predicted to decrease by 36.9 percent. P value for F statistics is 0.000 which means that model is appropriate for the data and there is a statistically significant influence of security threats on online purchasing by respondents.

As negative influence of security threats on online purchasing is observed, it is imperative for online consumers to use various security tools available such as multi-layered security protocols, detailed privacy policies, strong authentication and encryption in general and Web based organizations should also find the ways of improving consumers perception of their trustworthiness as trust worthiness of web vendors lies at the heart of enduring B2C e-commerce relationship in particular.

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THE STUDY ON PERCEPTION OF CONSUMERS TOWARDS DEVIANCE IN PRE AND POST ONLINE PURCHASE OF PRODUCT AND ITS EFFECT ON CONSUMER'S PERCEIVED RISK

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Abstract

According to recent paper on E-commerce market in India of “The Associated Chambers of Commerce & Industry of India” shows that e-commerce will likely to touch \$38 billion mark in 2016, a huge 67 percent jump over \$23 billion revenues for 2015. In India e-commerce has been in its nascent stages and consumer mentality and shopping patterns are changing rapidly. In the coming years E-commerce is going to be in the mainstream. Tier-II and Tier-III cities are opening up very rapidly. The young professional is a major segment using E-commerce for the purchase of Branded Apparel, Electronic Goods etc. However, many people still locate information on the internet and purchase products offline at traditional stores, conversion rate being low. Especially in buying and consuming product with respect to online shopping the post delivery issues may result in Consumer's perceived risks. The different perceived are functional risk, physical risk, financial risk, social risk, psychological risk and time risk. Recently most of the E-commerce companies like Flipkart, Amazon, Myntra, Snapdeal etc. focusing on delivering original product same as viewed, easy return whereas earlier they were focusing on discounts. Therefore there may be some post delivery issues which they are trying to reduce by proving their credibility through such marketing communications. Thus present research is undertaken to study perception of consumer's towards deviance in pre and post online purchase of products and its effect on consumer's perceived risk. The present research study covers sample of 100 customers who have at least purchased product online once and the data have been collected through convenient sampling. The responses have been taken through structured questionnaire. The study revealed that the perceived risk having major chances of happening are debit/credit card misuse, potential loss of the current cost and additional charges, shipping problems, with regard to price purchase of product prove not that worth etc. The Tier-II and Tier-III cities countenance longer delivery duration. In addition the quality and desirable product of consumer's are not delivered at such cities, not having cash on delivery option or shipping charges are higher. E-Commerce companies may focus on this risk perceived by consumer due to happening of such post delivery issues. This pre and post delivery issues have significant relationship with the chances of occurrence of perceived risk. Therefore it is imperative to implement risk reduction strategies in product delivery which makes consumer's being confident of their purchasing decisions and develops attitudinal loyalty in general and companies should provide them better solution to develop their trust in them and grab more opportunities through secured shopping environment in particular.

Key Word: Consumer's Perceived Risk, Online Shopping, E-shopping, Consumer Behavior

1. INTRODUCTION

E-commerce in India is in its nascent stages and consumer mentality and shopping patterns are changing rapidly. In the coming years E-commerce is going to be in the mainstream. Tier-II and Tier-III cities are opening up very rapidly. According to “The Associated Chambers of Commerce & Industry of India” in its recent paper on E-commerce market in India will likely to touch \$38 billion mark in 2016, a huge 67 percent jump over \$23 billion revenues for 2015. The young professional is a major segment using E-commerce for the purchase of Branded Apparel, Electronic Goods etc. However, many people still locate information on the internet and purchase products offline at traditional stores, conversion rate being low. Especially in buying and consuming product with respect to online shopping the post delivery issues may result in Consumer’s perceived risks. The different perceived are functional risk, physical risk, financial risk, social risk, psychological risk and time risk. Recently most of the E-commerce companies like Flipkart, Amazon, Myntra, Snapdeal etc. focusing on delivering original products same as viewed, easy return whereas earlier they were focusing on discounts. So there may be some post delivery issues which they are trying to reduce by proving their credibility through such marketing communications. Thus present research is undertaken to study perception of consumer’s towards deviance in pre and post online purchase of product and studying its effect on consumer’s perceived risk.

2. OBJECTIVES

- To find consumer’s perception towards deviance in pre and post online purchase of product.
- To study effect of consumer’s perception towards deviance in pre and post online purchase of product on consumer’s perceived risk.

3. RESEARCH METHODOLOGY

The exploratory and descriptive research method is adopted for the study. The Population of the study is the consumers who have at least one time experience of online shopping in Navsari city. The consumers have been selected by non-probability convenience sampling technique through structured questionnaire. The questions are measured by using likert five point scales. The data and Information have been collected from 100 sample respondents. The results were reliable and were satisfactory as Cronbach’s alpha exceeds .70 being standard limit.

4. LITERATURE REVIEW

According to the theory of perceived risk (**Bauer, 1960; Cox, 1967**), consumers’, when faced with a purchase situation in which risk is involved, attempt to reduce that risk through one of several alternative strategies. (**Cunningham, 1967; Roselius, 1971**). Since risk is generally conceptualized as a multiplicative combination of two components—uncertainty and importance (**Cunningham, 1967**)—it seems reasonable that any risk reduction strategy should be operating on one of these two components underlying risk.

(**YE Naiyi, 2004**) A structure model with seven factors of consumer’s perceived risk in online shopping is developed in this paper and found seven factors as dimensions of the consumer’s perceived risk in China’s Internet shopping context. The factors are e-store source risk, delivery risk; financial risk;

purchasing process and time loss risk; product performance risk; privacy risk; and asymmetric information risk respectively.

(Ellen Garbarino et al., 2004) examined how men and women differ in both their perceptions of the risks associated with shopping online and the effect of receiving a site recommendation from a friend. The paper suggested that, even when controlling for differences in Internet usage, women perceive a higher level of risk in online purchasing than do men.

(Mansour Samadi et al., 2009) compared the perceived risk level between Internet and store shopping, and revealed that consumers perceived more purchasing risk from the Internet than from the store.

(Dr. Suresh A. M. et al., 2011) investigated the factors influencing customer perceived risk of online shopping in Indian context. Reliability coefficient for the scale was satisfactory and factor analysis generated 6 major factors: Monetary, Performance, Time, Source, Social, and Psychological.

(Mahmud Al Kailani et al., 2011) investigated factors impacting internet buying in three cultures: USA, India, and Jordan. Results indicated that in cultures where uncertainty avoidance is high, perceived risk with internet, buying is also high, and this impacts internet buying negatively. Cultures where perceived risk is high, it impacts internet buying negatively.

(Kumar et al., 2012) studied how different types of attitudes towards online shopping are formed, considers both the benefit and the risk of using the internet to do their shopping.

(Lingying Zhang et al., 2012) found in result that there are five independent dimensions, perceived health risk, perceived quality risk, perceived time risk, perceived delivery risk and perceived after-sale risk which affect significantly online consumers' purchasing behavior. The results also show that the other three dimensions, perceived privacy risk, perceived social risk and perceived economic risk are the less relevant factors.

(Zhao Hong et al., 2012) the result of the study manifested that, the order of main perceived risks which felt by consumer during on-line shopping process are as follow: financial risk, the performance risk and service risk

(Sita Mishra et al., 2013) examined the behavior of online consumer in India in terms of internet usage, perceived risks, and website attributes influencing online users. Results revealed that Indian online users had high level of perceived risks, highest fear being related to the delivery of products purchased online. Information quality, product range and after online sales service are most preferred website attributes which influence Indian online users.

5. DATA ANALYSIS AND FINDINGS

The research analysis has been done on data collected from 100 respondents. The Demographic Profile of the respondents is as follows:

5.1 Demographic:

Chart: 1 Gender of the Respondents

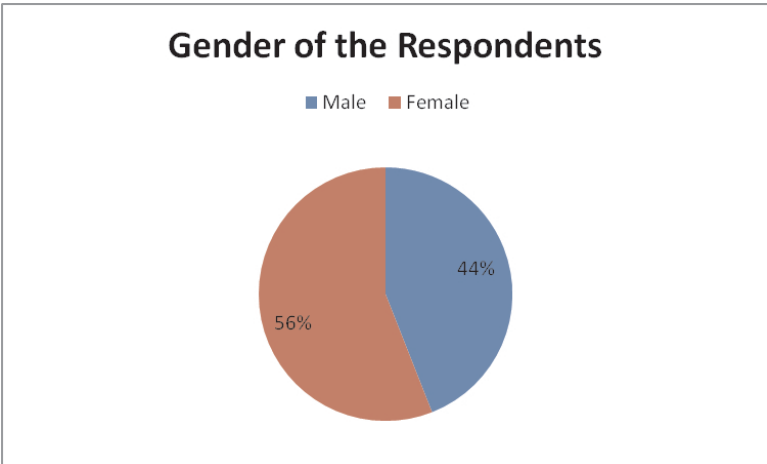


Chart: 2 Age of the Respondents

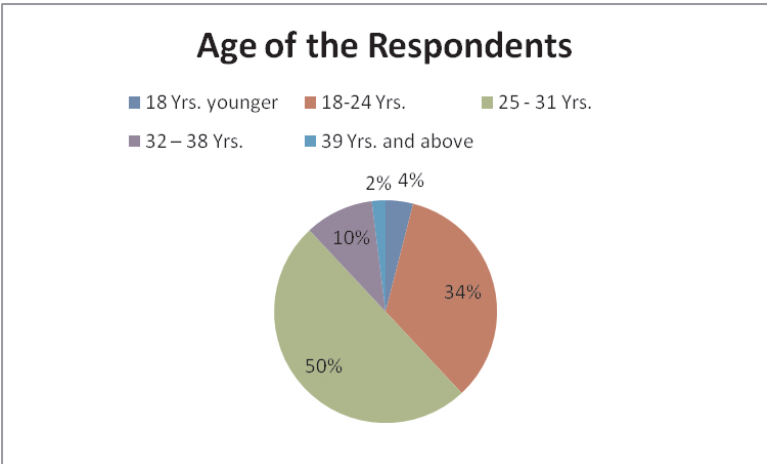


Chart: 3 Occupation of the Respondents

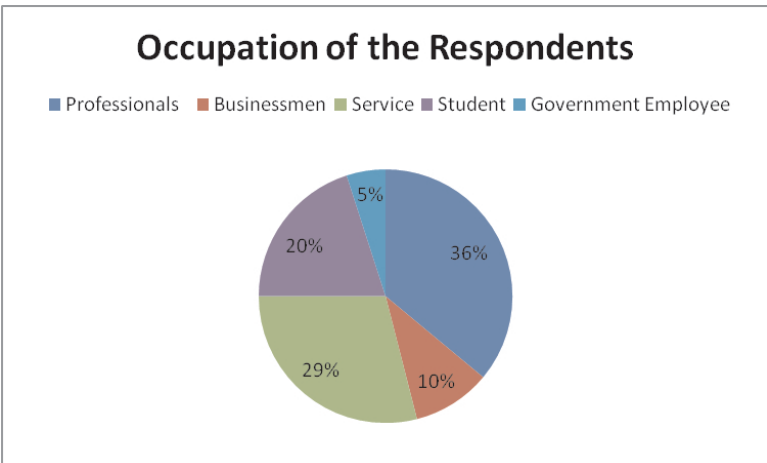


Chart: 4 Education of the respondents

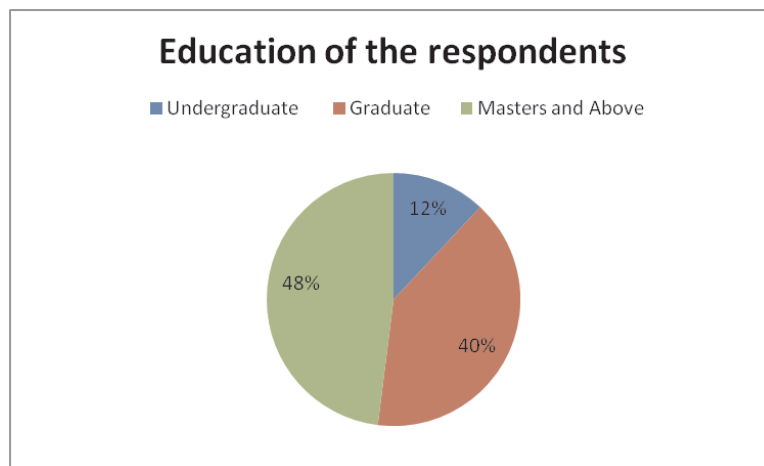


Chart: 5 Annual Income of the respondents

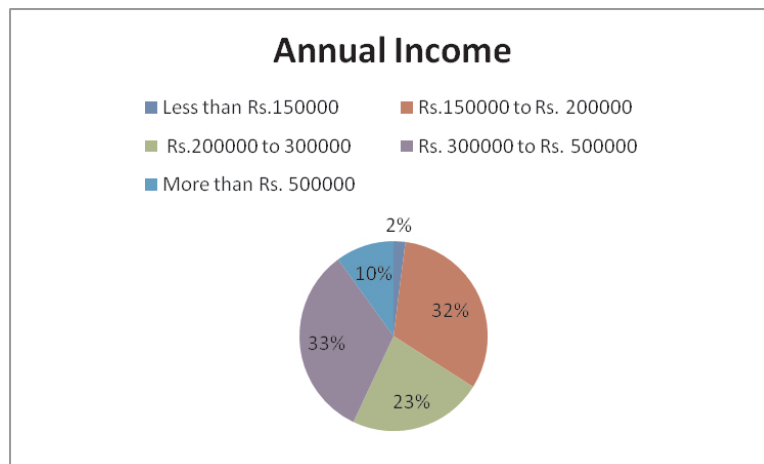
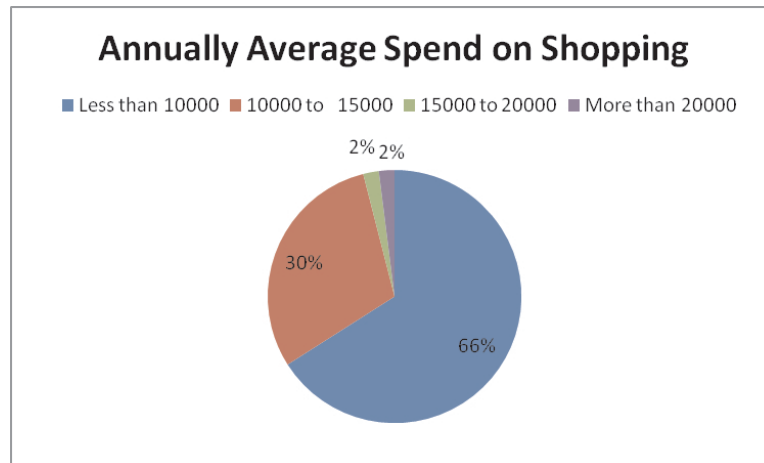


Chart: 6 Online Shopping Experiences of Respondents



Chart: 7 Average Annually Spend on Shopping



The above given chart: 1 to chart: 7 exhibits that the most of the respondents i.e., 50 percent are 25 to 31 years of age includes majorly serviceman and professionals with annual income more than 1.5 lakh up to 5 lakh. The most of respondents spent up to Rs. 10,000 on an average annually on online shopping. The most of the respondents have online shopping experience less than 1 year.

5.2 Statistical Test using software SPSS:

For the present study of sample size 100, the Shapiro-Wilk test is used. The p-value is .001 so it has been concluded that data is not normative. Therefore Non-Parametric Test (Friedman test) and non-parametric correlation (Kendall test) is used for the study. The likert scale of five point scale is used where 1 is being not important at all and 5 being very important.

5.2.1 Friedman Test:

Table: 1 Friedman test showing ranks of reasons for preferring online shopping

	Mean Rank
Quality	5.85
Uniqueness	5.85
Variety of Designs	9.00
Personal Liking	5.10
Coworker or Peer Group	5.50
Status Symbol	4.65
Fun/Enjoyment	5.85
Lack of Time to go Physical Store	8.20
Discount/Sale	8.20
Rush at Physical Store at Festival	8.20
Family/ Friends	8.20
Ease of Convenience	8.20
Time Saving	8.20

Table 1.1 Test Statistics^a

N	100
Chi-Square	427.873
Df	12
Asymp. Sig.	.000

a. Friedman Test

Table-1 exhibits Friedman test ranking to measures for preferring online shopping. The reasons like variety of designs, discount/sale, time saving, ease of convenience, rush at physical store, influence of family and friends respectively important factors for preferring online shopping.

Table: 2 Friedman test showing ranks of measures of Perceived Risk (with reference to chances of happening of that risk)

	Mean Rank
The product purchased don't perform as expected	4.84
Product is not worth the price paid	4.84
Potential loss of the current cost as well as additional charges in the future	5.65
Waste of time researching information	3.48
The pressure from the friends or the family if the product purchased is failed to perform as expected or not worth	4.64
Loss of self-esteem or disappointed from the frustration of not achieving a buying goal	4.64
Loss of privacy	4.87
Credit/debit card misuse	6.85
Shipping problems	5.18

Test Statistics^a

N	100
Chi-Square	111.132
Df	8
Asymp. Sig.	.000

a. Friedman Test

Table-2 exhibits Friedman test ranking to show which measure of perceived risk is mostly perceived during online shopping as per the chances of occurrence of that risk. The credit/debit card misuse, on-performance of product as per expectation, loss of privacy, pressure from friends and not achieving buying goals are respectively have importance during online purchasing.

Table: 3 Friedman test showing ranks of measures for Pre and Post Deviance issues

	Mean Rank
Not Original Brand or Quality of Product	5.08
Damaged Product	3.62
Deviance in Warrantee & Guarantee	7.26
Delay in Delivery	3.62
Desirable Product not available for Delivery in your city	7.26
Replacement/Return Complexity	7.39
Additional Charges Deducted Debit/Credit Card Transaction	5.36
Non-availability of cash on delivery for some products.	5.36
Non-availability of cash on delivery option in your city.	5.36
High Shipping Charges for Some Product.	7.84
Free Shipping Charges on High Worth Purchasing only.	7.84

Table : 3.1 Test Statistics^a

N	100
Chi-Square	401.822
Df	10
Asymp. Sig.	.000

a. Friedman Test

Table-3 exhibits Friedman test ranking to show measures for Pre and Post Deviance. The likert scale of five point scale is used where 1 is being 'never' and 5 being 'always'. As per the mean rank more frequently there are high shipping charges for some product and free shipping charged on high worth purchasing only. The replacement / return complexity, desirable product not available for delivery in their city, deviance in warrantee & guarantee, additional charges deducted debit/credit card transaction respectively are concern in pre and post deviance.

Table : 4 Friedman test showing ranks of Risk Reduction Strategies

Risk Reduction Strategies	Mean Rank
Information about product	5.50
Price Information	5.50
Payment Security	8.83
Possibility of Seeing the Product in the Store	4.67
Buying a Well-known Brand	7.17
Money Back Guarantee	8.83
Possibility of Communication with Salesperson on Mail or Phone	5.33
Word of Mouth from Family/Friends	5.33
Past Online Shopping Experience	5.33
Existence of Local Retailer	5.33
Website Loyalty	4.17

Table-4 exhibits Friedman test ranking to show risk reduction strategies which makes consumer's being confident of their purchasing decisions and develop attitudinal loyalty. Payment Security and Money back guarantee gives consumer's more relief while doing online shopping. Other important strategies are buying a well-known brand, word of mouth from family/friends, past online shopping experience, interactive online shopping destination respectively.

5.2.2 Kendall's Correlation Test :

The non parametric Kendall test is used to test relationship between measures for chances of perceived risk; pre and post deviance.

Table : 5 Kendall Test (Values as Coefficient of Correlation; Significance Level)

	Risk-1	Risk-2	Risk-3	Risk-4	Risk-5	Risk-6	Risk-7	Risk-8	Risk-9
Not Original Brand or Quality of Product	0.098 0.292	0.098 0.292	0.170 0.045*	-0.135 0.125	-0.134 0.127	-0.135 0.120	0.170 0.067	0.098 0.292	0.073 0.430
Damaged Product	0.021 0.821	0.021 0.821	0.164 0.076	0.169 0.049*	0.168 0.050*	0.169 0.050*	0.164 0.076	0.021 0.821	0.145 0.119
Deviance in Warrantee & Guarantee	0.033 0.728	0.033 0.728	-0.077 0.413	-0.064 0.468	-0.064 0.468	-0.064 0.468	0.077 0.413	0.033 0.728	0.045 0.633
Delay in Delivery	0.021 0.821	0.021 0.821	-0.164 0.076	0.169 0.048*	-0.169 0.048*	0.169 0.049*	0.164 0.076	0.021 0.821	0.145 0.119
Desirable Product not Available for Delivery in your	0.033 0.728	0.033 0.728	-0.077 0.413	-0.064 0.460	-0.064 0.408	-0.065 0.411	0.077 0.413	0.033 0.728	0.045 0.633

City									
Replacement/Return Complexity	0.037 0.704	0.037 0.704	-0.122 0.209	-0.110 0.230	-0.110 0.230	-0.110 0.230	0.122 0.209	0.037 0.704	0.086 0.376
Additional Charges Deducted Debit/Credit Card Transaction	0.089 0.349	0.089 0.349	-0.118 0.215	-0.080 0.374	-0.080 0.374	-0.080 0.374	0.118 0.215	0.084 0.349	0.030 0.755
Non Availability of Cash on Delivery for Some Products.	0.089 0.349	0.089 0.349	0.118 0.215	-0.080 0.374	-0.080 0.374	-0.080 0.374	0.118 0.215	0.084 0.349	0.030 0.755
Non-Availability of Cash on Delivery Option in your City.	0.089 0.349	0.089 0.349	0.118 0.215	-0.080 0.374	-0.080 0.374	-0.080 0.374	0.118 0.215	0.084 0.349	0.030 0.755
High Shipping Charges for Some Product.	0.121 0.198	0.121 0.198	-0.112 0.234	-0.055 0.536	-0.055 0.536	-0.055 0.536	0.112 0.234	0.121 0.198	-0.008 0.928
Free Shipping Charges on High Worth Purchasing only.	0.121 0.198	0.121 0.198	-0.112 0.234	-0.055 0.536	-0.055 0.536	-0.055 0.536	0.112 0.234	0.121 0.198	-0.008 0.928

*. Correlation is significant at the 0.05 level (2-tailed).

Risk-1 The product purchased doesn't perform as expected.

Risk -2 Product is not worth the price paid.

Risk -3 Potential losses of the current cost as well as additional charges in the future.

Risk-4 Waste of time researching information and purchasing when finally making a bad purchasing decision.

Risk -5 The stress from the friends or family if the product is failed to perform as expected or not worth.

Risk-6 Loss of self-esteem or disappointed from the frustration of not achieving a buying goal.

Risk-7 Loss of privacy.

Risk-8 Credit/debit card misuse.

Risk-9 Shipping problems.

Table-5 exhibits that there is significant positive relationship between deviance in product quality i.e., not receiving original brand and chances of occurrence of perceived risk of potential losses in future. It also exhibits that there is significant positive relationship between getting damaged product; delay in delivery of product and chances of occurrence of risk perceived as waste of time, stress from friend/family and disappointment to achieve buying goal.

6. CONCLUSION

The online shopping is mostly preferred by young professional in age group between 25 and 31 years having online shopping experience less than 1 year and the major reason for choosing online shopping are uniqueness, variety of design; discount/sale offer and ease of convenience. The perceived risk having major chances of happening are debit/credit card misuse, potential loss of the current cost and additional charges (in case of product repaired, replaced, returned back), shipping problems, product purchase don't perform or not worth price respectively. The Tier-II and Tier-III cities countenance longer delivery duration. In addition the quality and desirable product of consumers' are not delivered at such cities, not having cash on delivery option or shipping charges are higher. E-Commerce companies may focus on this risk perceived by consumer due to happening of such post delivery issues. This pre and post delivery issues have significant relationship with the chances of occurrence of perceived risk. Therefore it is imperative to implement risk reduction strategies in product delivery which makes consumer's being confident of their purchasing decisions and develops attitudinal loyalty in general and companies should provide them better solution to develop their trust in them and grab more opportunities through secured shopping environment in particular.

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DRAGONFLY EFFECT OF SOCIAL MEDIA MARKETING ON KHADI INDUSTRY IN INDIA: SEARCH FOR A HAPPIER TIME

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Abstract

“For few minute that I spin, there is in me the consciousness that I am adding to the nation’s wealth” –Mahatma Gandhi.

1. **Objective:** To identify social media as a marketing tool for growth of Indian Khadi industry
2. **Methodology:** Conceptual research
3. **Major results:** Awareness and increased acceptance of Khadi as preferred clothing, huge customer base, increased employability and profits
4. **Implications:** Reforming Khadi industries in terms of customer base, product designs, technology and in branding

When one hears ‘Khadi’, one is immediately transported to the image of Gandhiji spinning the charkha to create one’s own clothes. In 1920, Khadi movement embarked the thought revolution in India that Indians can be self-reliant and it saw the boycotting of British goods and clothes that was very highly priced. It was not only a revolution against Britishers but was also a wakeup call for Indians for the need to increase opportunities in employment in rural India and also for the need of income generation.

The Khadi industry at present has 1.42 lakh weavers and 8.62 lakh spinners in the country. Approximately 9.60 lakh charkhas and 1.51 lakh looms churn out Khadi in India. This fabric of freedom faces many challenges in recent scenario. Once upon a time, the most active centres which stood in fight against British raj such as KhadiUdhyogBhavan situated at Mohanpur, Darbhanga has been closed since many years. The Khadi industry faces the issues of unpaid and low dues to weavers, corruption, and lack of products focused on younger generation, aggressive and use of updated marketing tools, technologically upgraded tools, productive infrastructure and lack of professionalism.

This paper states the importance of Khadi industry for a country like India, where employability, entrepreneurship and poverty is still a burning issue and how social media can help small and medium scale industries like Khadi to come out of the poor situation by reviving it and connecting it to the real consumer real time. According to APAC report published by Singapore based digital agency, India has 350 million active internet user out of which 234 million users are active on social media. In such scenario it becomes inevitable for dying industries to be active on the most cheap and easily available

social media platforms, market their products in it to click with its customer base and thereby creating a dragonfly effect.

Key Words: *Social media, awareness, connectivity, marketing, modernisation*

1. INTRODUCTION

KHADI: A MAGIC FABRIC

“I believe that where there is pure and active love for the poor there is God also. I see God in every thread that I draw on the spinning wheel”- Mahatma Gandhi.¹

Khadi is just not a fabric, but it is an ideology- an ideology for self-reliance and self-government. It is a thought to help the starving population especially in rural India through spinning and thereby not only becoming economically independent but also from foreign materials. Mahatma Gandhi started Khadi as a relief and respect restoration program for the labourers in 1918. At that time, the raw materials were entirely exported to the England and at a very cost re- imported in India depriving the Indians from the employment and the profits which they truly deserved.

In the year 1934-35 Gandhiji expanded the whole khadi movement to the villages. He envisioned a country which was self-reliant in terms of production and economy and at the same time free from dumping of foreign goods. Spinning was an easy concept as it could be easily learned and there was no special requirement of investment or capital. Even the spinning wheel could be very easy and cheaply made. It can be taken up as a side occupation by the farmers whose work is mostly seasonal and as full time occupation by the women of the country. By the year 1942-43 Gandhiji expanded this concept on the country wide scale.

Today unemployment is still one of the burning issues of our country. The unemployment rate in India in the year 2013-14 saw an increase by 4.9% as compared to 4.7% in the year 2012-13. One of the main reason cited by the Labour Bureau, a wing of labour ministry was joblessness in rural areas². With such burning issues to tackle, it is but natural to promote and grow employment centric industries such and khadi. But sadly today we witness a sharp hesitation amongst the customers for the khadi fabric. The demand of fabric like linen, silk, cotton is ever increasing day by day. With lack of marketing efforts and customisation in khadi fabric it doesn't suit the taste and preference of today's customers, the reluctance and unawareness of this wonderful fabric amongst the customers is very high. There lies a huge scope and potential for khadi to explore. There is a tremendous scope for khadi to increase its presence and thereby sales if this traditional industry opens itself to one of the

¹www.mkgandhi.org/swadeshi_khadi/khadiquotes.html

² www.dnaindia.com/money/report-unemployment-rate-rises-to-49-in-2013-14-increase-in-rural-joblessness-2050612

most contemporary and ever growing media to grab the attention, create awareness and communicate to the potential customers i.e. social media. In India, there are approximately 350 million active internet users amongst 134 millions are active social media users and 97 million users are hooked to social media via mobile phone. An average Indian spends 5 hours online every day in which social media accounts more than half of the time. Interestingly, the user of social media in India when compared to the user of social media in other countries are comparatively much younger. Users of social media in India is at average age of 23 years or younger.³ Hence there lies a huge unexplored path for khadi industry in terms of increasing their sales by creating awareness to the potential market. Since the average users of social media are young, the concept of “catch them young” can also be tried by the khadi industry giving them the advantage of reduced marketing efforts in long run if the customers gets habituated with khadi.

1.1 TEXTILE INDUSTRY IN INDIA.

As per the annual report 2014-15 published by ministry of textiles, textiles contribute up to 14% to India's industrial production and 13% to the country's export earnings. Textile industry is also one of the highest employment provider along with agriculture. Further the annual report also states the plans to increase the skilled work force to encounter the demand of skilled labours in textile in a competitive scenario. The Ministry has trained 3.75 lakh youth in textile trades under the Integrated Skill Development Scheme. Ministry is also in the process of further expanding the implementation of the scheme in the Public-Private Partnership mode in textile industry. A textile industry is largely divided into two parts- hand spun and hand woven industry at one end and mill sector including sophisticated capital intensive at other end. Khadi industry comes under the hand spun and hand woven category in textile industry. The khadi industry comes under the flagship of KVIC - which is an apex organisation which was established under the Act of Parliament, 'Khadi and Village Industries Commission Act of 1956 which works under the guidance of Ministry of MSME. It works for better planning, promoting, facilitating and assisting in the establishment and development of khadi and village industries in rural areas of India.

Table 1 Classification of textile industry in India

Sr No.	Type of Fabric	Production	% share
1	Mills	2255	9.6
2	Power loom	16630	70.5
3	Handloom	4255	18.1
4	Khadi including polyvastra	117	0.5

³ Wearesocial.com/uk/special-reports/digital-social-mobile-india-2015

5	Other – woolen, silk etc.	310	1.3
	Total	23567	100.0

Source: Annual administration report of textile ministry 2011-12

As compared to the mill sector, khadi provides much more employment opportunities. Khadi expected to cross the production by Rs 1300 crore in the year 2016-17 creating employment for 19.5 lakh persons⁴. Following table states the comparison between the mills and the khadi sector in terms of employment generation.

Table 2: Employment generation in khadi

Sr. No.	Item	Mill Sector	Khadi Sector	Khadi as % of Mill
1.	Spindle installed	28.09 million	1.86 million	6.6
2.	Yarn production (cotton)	15230 lakh kgs.	211 lakh kgs.	1.4
3.	Employment	10.02 lakh persons	14.50 lakh persons	146.4

Source: Annual administration report of textile ministry 2011-12

1.2 SOCIAL MEDIA: WE ARE EXTREMELY SOCIAL

A social media is defined as, “websites and other online means of communication that are used by large groups of people to share information and to develop social and professional contacts”.⁵ Social media has become an integral part of our daily lives. People use it explicitly to express themselves in terms of thoughts, opinions, satisfaction and dissatisfaction. Though it is a public domain, social media is strictly personal. Once used to interact socially, this media has become a hot favourite amongst the corporate to interact to the customers’ both in masses as well as personally. With the special features like engagement of the customers, participation and sharing interesting stories and experiences with less cost and time, it has been actively used by the companies across the world.

It is estimated that the advertisement spending on social media will exceed \$35 billion in the year 2017. Facebook reported the \$4.3 billion through advertising revenues in the third quarter of 2015. Twitter received \$513 million in third quarter of 2015 through advertising revenue. As per the report published by AC Neilson, out of 475 global campaigns the ad recalls were three times higher for ads that were posted on Instagram.⁶

In India the revenue from social media advertising is expected to reach \$214.5 million dollars in 2016. With currently around 243 Million internet users which is expected to grow by 500 million internet

⁴<http://economictimes.indiatimes.com/jobs/khadi-to-create-19-5-lakh-jobs-in-2016-17-kalraj-mishra/articleshow/51317931.cms>

⁵<http://www.dictionary.com/browse/social-media>

⁶<https://blog.hootsuite.com/social-media-advertising-stats/>

users in 2018⁷, India has a large chunk of social media users. This is a happy figure for industries like khadi who are struggling to find a customer base in the market. With the right set of products, marketing strategy and proper communication to the customer base in social media, khadi can benefit a lot at least price. With massive online shopping sites and portals available this also reduces the pressure to establish retail outlets and millions of the customers can be reached with such portals. For those customers who find khadi expensive product since it is hand woven, khadi can also focus on providing cheaper khadi products by using online portals since the retailer as a distribution channel is totally eradicated. For struggling entrepreneurs in khadi, social media can help extensively to advertise at a very reasonable cost across the target audience at diverse location.

2. OBJECTIVES

- 2.1 To study the awareness of Khadi in terms of types, wardrobe style and benefits in Ahmedabad City
- 2.2 To identify the acceptance level of Khadi in Ahmedabad City.
- 2.3 To identify social media marketing strategies for promoting Indian Khadi industry

3. RESEARCH METHODOLOGY

- 3.1 Population: Infinite
- 3.2 Sample size: 101
- 3.3 Data collection tool
 - 3.3.1 Primary data tools: Questionnaire
 - 3.3.2 Secondary data tools:

The secondary data for understanding the current trends in social media, across the global have been collected from various sources such as, e-journals, periodicals, research reports, annual report of previously conducted studies in this direction.

- 3.4 Analytical tool: chi-square test, frequency table

4. LITERATURE REVIEW

- 4.1 INFLUENCE OF SOCIAL MEDIA ON CONSUMER BUYING DECISIONS AND BEHAVIOR: A DELOITTE REPORT ⁸

⁷<http://blog.digitalinsights.in/important-statistics-digital-and-social-media-users-in-india/05224987.html>

⁸www.bizjournals.com/how-to/marketing/2015/05. May 29 2015

4.2.2 The social media campaign or message should be designed in such a way that customers can engage in it in some way or the other. E.g. sharing on Facebook, retweeting in Twitter etc.

4.2.3 The message should trigger customers to act on it or making it viral.

Further Aaker and Smith (2011) have stated the following factors for social media messages in order to be successful:

4.2.4 Personal

4.2.5 Unexpected

4.2.6 Visual (show, don't tell)

4.2.7 Trigger the senses (vision, sound, hearing or taste)

4.3 HURDLES FOR A HAPPY FUTURE: HEAT FACED BY THE KHADI INDUSTRIES

4.3.1 Lack of brand awareness: the young customers are not much aware of the fabric khadi. From the data collected, it has been noted that maximum of the people have missed out on the fact that there many varieties available in khadi. From the data collected, maximum awareness of cotton khadi was recorded at 78%, silk khadi at 33% and woollen khadi at 19%. This clearly indicates the need of brand awareness amongst the people.

4.3.2 Unauthorised use of term: since khadi is a fabric known for its qualities of keeping cool in summers and warm in winters, a fabric that breathes, many brands try to attach their brand name with khadi. The word khadi reflects the advantages of the fabric; hence many companies use the word 'khadi' for positioning of the brand in consumers mind. This adversely affects the khadi products as the products sold are not khadi, still its name is being used indirectly affecting its brand and sales. Not long ago, the KVIC (khadi and village industries and commission) had to issue a notice to Madura Fashion and Lifestyle -brand of Aditya Birla Group to remove the word 'khadi' from their promotional campaign.¹⁰

4.3.3 Lack of marketing and promotional activities: as compared to the other fabric, khadi hardly has any presence in marketing and advertising world. With the entrepreneurs struggling find a hold in consumers market, there is no provision for free advertisement support for them to promote their products as a television ad is very expensive affairs for them. The sales of khadi claimed to go in double only after the Prime Minister Shri NarendraModi in his 12th edition of 'Mann kiBaat' urged people to buy more khadi products. While the apparel market is the fastest growing industry after food and groceries khadi miss out highly due to lack of marketing and promotional activities

¹⁰ Articles.economictimes.indiatimes.com/2016-04-26/news/72619804_1_village-industries-commission-kvic-khadi

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4.3 HURDLES FOR A HAPPY FUTURE: HEAT FACED BY THE KHADI INDUSTRIES

4.3.1 Lack of brand awareness: the young customers are not much aware of the fabric khadi. From the data collected, it has been noted that maximum of the people have missed out on the fact that there many varieties available in khadi. From the data collected, maximum awareness of cotton khadi was recorded at 78%, silk khadi at 33% and woollen khadi at 19%. This clearly indicates the need of brand awareness amongst the people.

4.3.2 Unauthorised use of term: since khadi is a fabric known for its qualities of keeping cool in summers and warm in winters, a fabric that breathes, many brands try to attach their brand name with khadi. The word khadi reflects the advantages of the fabric; hence many companies use the word 'khadi' for positioning of the brand in consumers mind. This adversely affects the khadi products as the products sold are not khadi, still its name is being used indirectly affecting its brand and sales. Not long ago, the KVIC (khadi and village industries and commission) had to issue a notice to Madura Fashion and Lifestyle -brand of Aditya Birla Group to remove the word 'khadi' from their promotional campaign.¹⁰

4.3.3 Lack of marketing and promotional activities: as compared to the other fabric, khadi hardly has any presence in marketing and advertising world. With the entrepreneurs struggling find a hold in consumers market, there is no provision for free advertisement support for them to promote their products as a television ad is very expensive affairs for them. The sales of khadi claimed to go in double only after the Prime Minister Shri NarendraModi in his 12th edition of 'Mann kiBaat' urged people to buy more khadi products. While the apparel market is the fastest growing industry after food and groceries khadi miss out highly due to lack of marketing and promotional activities

¹⁰ Articles.economictimes.indiatimes.com/2016-04-26/news/72619804_1_village-industries-commission-kvic-khadi

- 4.3.4 Lack of genuine or authentic khadi products in the market: due to high corruption rates in the industries, there always remains a scope of duplication and fake khadi products. To overcome this the Khadi reforms and development program came up with the 'khadi mark' tags and labels which will be issued by the KVIC to those who are producing, selling or trading in khadi products which stands effective from 2nd October 2013.¹¹ This khadi mark was designed by NID (National Institute of Design) Ahmedabad and was launched by the President- Shri Pranab Mukherjee.
- 4.3.5 Lack of financial assistance/labourers/production:¹² lack of financial assistance and support from the government, inconsistent policies of the government and non-payment of salary to the staff deteriorates the functioning of the khadi industry further. Further lack of monetary support leads to lack of technology and machinery inputs resulting into restricted production of khadi goods. Hence there is always a pressure to sell the products for revenue and due to lack of promotional campaigns sales of khadi gets restricted.
- 4.3.6 Lack of updated and in-trend products in khadi: as compared to other fabric, khadi has an image amongst the customer for being traditional and extremely simple and plain. When other multinational giants are coming up with latest design and patterns, khadi had kept itself limited in terms of design colour and style. As per the data collected, one of the main reasons for non-preference of khadi by the customers is that it is non trendy. 29.5% respondents ranked this reason as number one for their non-preference in this fabric.
- 4.3.7 Lack of presence in social media: from the data collected 24% of respondents' purchase their apparels from online shopping sites from which amazon ranked first b 27% followed by Flipkart 26% and Myntra 21%. Approximately 69% of respondents were open to try khadi products if khadi is available on online portals and 85% of respondents agreed to that Facebook followed by 45% Instagram should be used extensively by khadi to promote their products. This shows that social media is an unexplored media by the khadi industry and that it must be adopted to promote the products in the cheapest way.

5. DATA ANALYSIS

Table 1 Classification of respondents on the basis of age

	Frequency	Percent	Valid Percent	Cumulative Percent

¹¹ www.kvic.org.in/update/circulars/SO-1724-Final.pdf

¹² Problems faced by small scale industries

	15-20	5	5.0	5.0	5.0
	21-30	69	68.3	68.3	73.3
Valid	31-40	18	17.8	17.8	91.1
	41-50	9	8.9	8.9	100.0
Total		101	100.0	100.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.645 ^a	3	.054
Likelihood Ratio	8.377	3	.039
Linear-by-Linear Association	5.912	1	.015
N of Valid Cases	101		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 2.33.

Ho- There is close relationship between age and people get influenced by advertisement on social media platform.

Chi-square test shows that there is no close relationship between age and influence of advertisement on social media platform as the value of Chi-square is statistically insignificant at 5 per cent level of significance(Value of Chi-square=7.645 with P=.054)

Table 2 Classification of respondents on the basis of occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Job	62	61.4	61.4	61.4
Business	24	23.8	23.8	85.1
Valid Student	9	8.9	8.9	94.1
Housewife	6	5.9	5.9	100.0
Total	101	100.0	100.0	

Table 3. Do you prefer khadi as your wardrobe?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	65	64.4	64.4	64.4
Valid No	36	35.6	35.6	100.0
Total	101	100.0	100.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)

Pearson Chi-Square	21.137 ^a	9	.012
Likelihood Ratio	23.448	9	.005
N of Valid Cases	101		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .36.

Ho- There is close relationship between the preference of khadi products and awareness about types of khadi products. Chi-square test shows that there is close association between the preference of khadi products and the awareness about types of khadi as the value of Chi-square is statistically significant at 5 per cent level of significance (Value of Chi-square=21.137 with P=.012)

Table 4. If yes, state the reason? (67 responses)

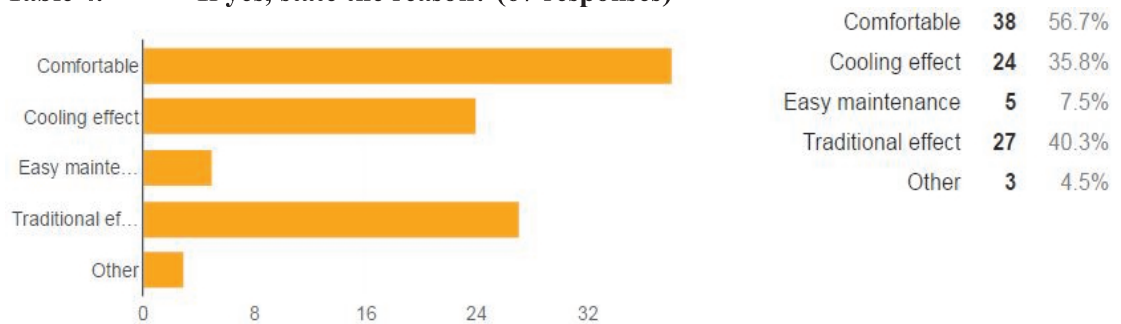


Table 5. If no, state the reason? (44 responses)

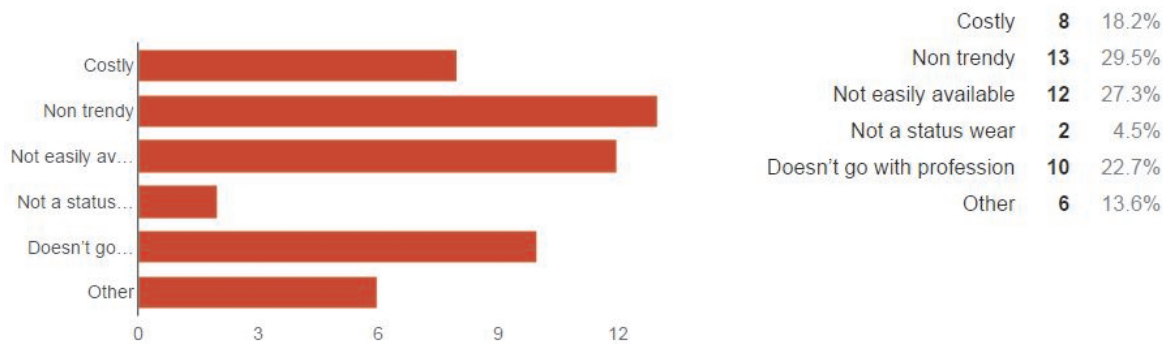
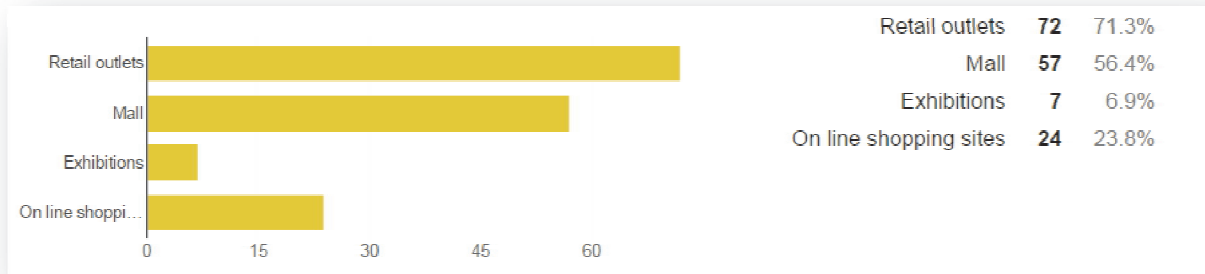


Table 6. If you don't prefer khadi, which fabric do you use the most

	Frequency	Percent	Valid Percent	Cumulative Percent
Cotton	71	70.3	71.0	71.0
Denim	12	11.9	12.0	83.0
Linen	12	11.9	12.0	95.0
Polyster	5	5.0	5.0	100.0
Total	100	99.0	100.0	
Missing System	1	1.0		
Total	101	100.0		

Table 7.State the source from where you normally shop for your wardrobe .



Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.164 ^a	4	.010
Likelihood Ratio	14.118	4	.007
Linear-by-Linear Association	7.872	1	.005
N of Valid Cases	101		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 1.24.

Ho- There is close relationship between source of purchase of wardrobe and advertisement on social media platofoms.

Chi-square test shows that there is close association between the source of purchase and the advertisement on social media platform as the value of Chi-square is statistically significant at 5 per cent level of significance(Value of Chi-square=13.164 with P=.010)

Table 8: From the following which type/types of khadi are you aware of?

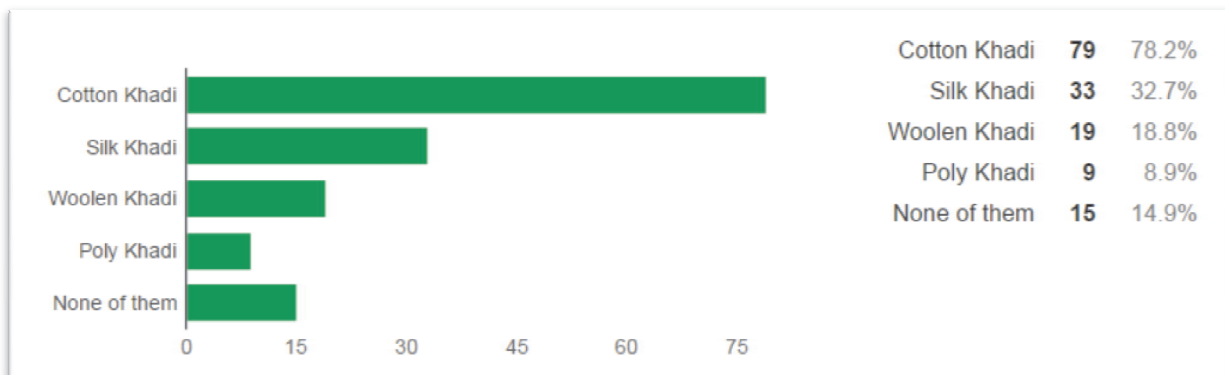


Table 9: From the following product, which product were you aware of that is available in khadi

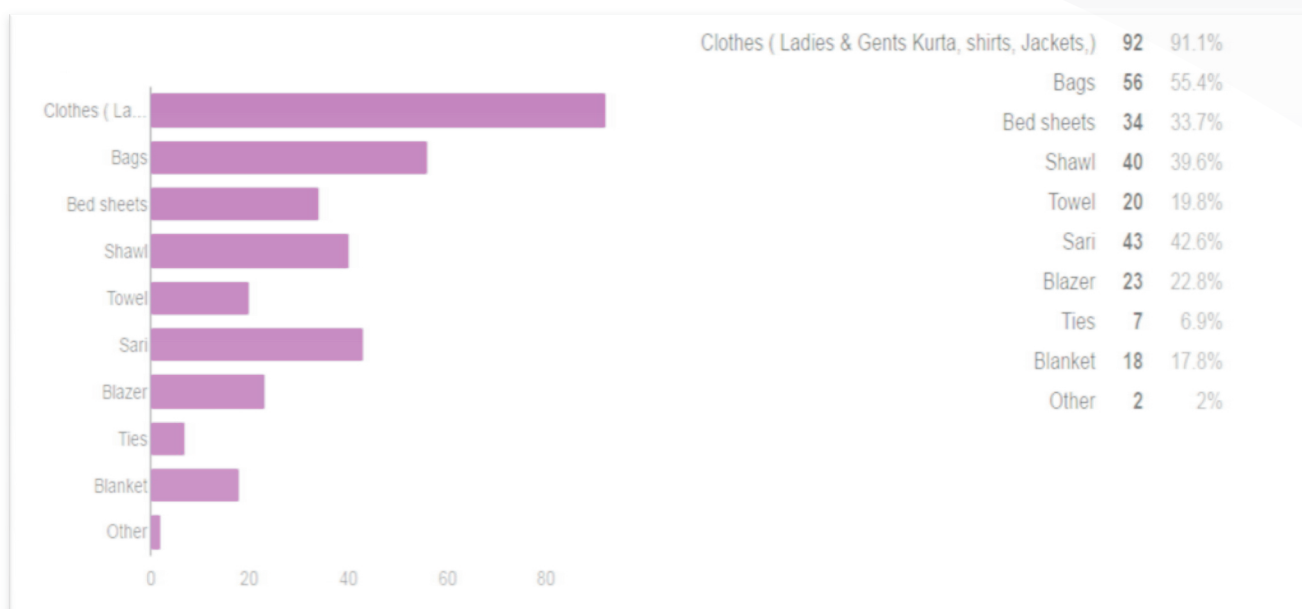


Table 10. From the following, which benefits of khadi are you aware of?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid cool in summer and warm in winter	26	25.7	25.7	25.7
Valid Soft feel texture and versatile fabric.	19	18.8	18.8	44.6
Valid Very light and airy.	26	25.7	25.7	70.3
Valid Eco friendly clothing	30	29.7	29.7	100.0
Total	101	100.0	100.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.785 ^a	42	.613
Likelihood Ratio	41.381	42	.498
N of Valid Cases	101		

a. 56 cells (93.3%) have expected count less than 5. The minimum expected count is .19.

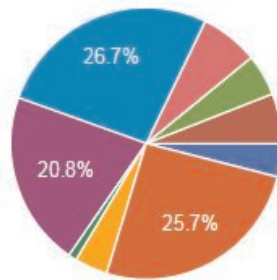
Ho- there is relationship between Non users of khadi products and awareness of benefits of khadi products. Chi-square test shows that there is no relationship between non user of khadi products

and the benefits of khadi as the value of Chi-square is statistically not significant at 5 per cent level of significance(Value of Chi-square=38.785 with P=.613)

Table 11.Do you purchase your wardrobes from online shopping sites?

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	53	52.5	52.5	52.5
Valid No	48	47.5	47.5	100.0
Total	101	100.0	100.0	

Table 12. If yes, which is the site you prefer the most?



Jabong	4	4%
Flipkart	26	25.7%
snapdeal	4	4%
limeroad	1	1%
myntra	21	20.8%
amazon	27	26.7%
fabindia	7	6.9%
khadionline	5	5%
Other	6	5.9%

Table 13.Would you prefer to buy trendy khadi clothes if it is available on online shopping sites

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	69	68.3	68.3	68.3
No	32	31.7	31.7	100.0
Total	101	100.0	100.0	

Table 14.Do you get influenced by the advertisements published on social media websites like (Facebook, Instagram,Twitter)

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	54	53.5	53.5	53.5
Valid No	47	46.5	46.5	100.0
Total	101	100.0	100.0	

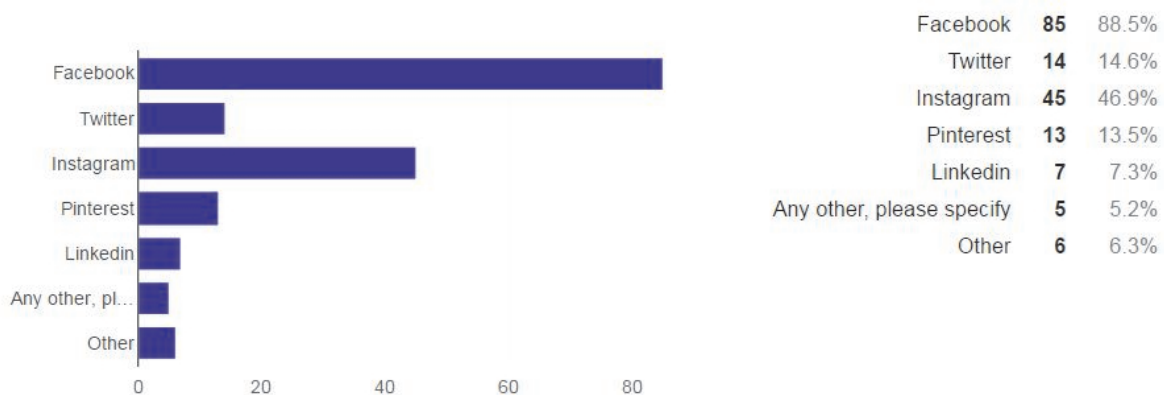
Table 15. State the frequency of how many times do you check the products/websites/shopping sites after seeing an advertisement on social media platforms?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once in a month	31	30.7	30.7
	Once in 15days	29	28.7	59.4
	Once in a week	14	13.9	73.3
	Daily	5	5.0	78.2
	Not at all	22	21.8	100.0
	Total	101	100.0	100.0

Table 16. Would you buy khadi products, if they are properly advertised through social media?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	76	75.2	75.2
	No	25	24.8	100.0
	Total	101	100.0	100.0

Table 17. According to you from the following social media channels, which would be the most appropriate for promoting khadi products?



6. FINDINGS

- Majority of respondents would prefer khadi as their wardrobe.
- People who prefer khadi are having good awareness about variety of khadi availability.

- Respondents prefer khadi as it is comfortable clothing option which also provides cooling effect and traditional look.
- 44% of respondents are not ready to prefer khadi as it is not trendy and not easily available in the market.
- 70% of respondents prefer to wear cotton fabric for their daily clothing.
- Majority of respondents would like to buy their clothes from retail shop and mall.
- Majority of respondents get influenced by social media advertisement to buy their apparel.
- Cotton khadi and silk khadi are most popular khadi among the people.
- 92% of respondents stated that they are aware of apparels available in khadi followed by bags, sari and shawl.
- Majority of people knew that khadi is ecofriendly clothing but very less people were aware of the fact that it has the property of being warm in winter and cool in summer.
- All those people who don't prefer khadi as their wardrobe are not having knowledge about benefits of khadi products.
- 53% of people would like to purchase their wardrobe from online shopping sites.
- Amazon, flipkart and myntra are highly popular shopping sites for wardrobe.
- 68% of people will buy khadi products if they are available in stylish wear.
- Majority of people get influenced by advertisement on social media platform.
- 29% of people are visiting shopping sites once in a week after seeing advertisement on social media platform.
- 76% of people are ready to buy khadi products if it is properly marketed through social media platform.
- Facebook, Instagram and Twitter are most preferred platform to market khadi products through social media platform.

7. CONCLUSION

From the study we can conclude that there are many prospects who would love to try out khadi as their wardrobe if it amends itself in terms of cut, style design and patterns. There lies a big road ahead for khadi industry in terms of awareness about benefits of khadi as fabric, the variety of products available and creating brand awareness for it. As per the study we can conclude that social media cannot be neglected in today's scenario for having direct conversation with a customer. Though there are traditional medias available for promotion of khadi product, it is not only expensive but it is limited in terms of involvement in shopping process and decision making. Traditional media misses out the engagement of customers in voicing their expectations, opinions and feedback for product or service.

The study clearly suggested that people constantly use online shopping portals for purchasing apparel and also frequently look out the new advertisements and promotional campaign on social media platforms. Many people have suggested that they are looking forward to explore khadi products via social media platforms in fact, many people have advised to use social Medias such as Facebook, Instagram and Twitter to promote khadi products.

Online E-commerce portals like Amazon, Flipkart and Myntra got a higher ranking as preferable shopping sites for wardrobes in Ahmedabad. Hence it is advisable for products like khadi to be widely available in such sites. As per the study people in Ahmedabad are ready to accept khadi in their daily wear if it is easily available i.e. not limited to Khadi Gram Udyog, has a trendy look to it and can be adapted as professional wear.

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AN APPLICATION OF TECHNOLOGY ACCEPTANCE MODEL IN UNDERSTANDING STUDENTS' BEHAVIOURAL INTENTION FOR USE OF INTERNET BANKING IN SURAT CITY

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Abstract

Immense usage of internet and enormous penetration of smart phones provide opportunity for banks to develop technology based banking system. Banks are settled about it and allocating high percent of budget to develop net banking service. However the lower adoption rate of net banking is being the area in which extensive research is required. Taking this into consideration and prior research in technology acceptance with respect to adoption of net-banking and in order to understand and validate the existing theories related to factors affecting individuals for use of net-banking facilities. The proposed model is based on TAM, to study student's behavioural intention to use net banking by employing perceived ease of use, perceived usefulness and attitude as original determinants with extended determinants which include trust, social influence, perceived risk and perceived self-efficacy.

Keywords: Acceptance/Adoption, Internet Banking, Behavioural Intentions, Perceived Risk, Perceived self-efficacy, Trust, Social Influence.

1. INTRODUCTION

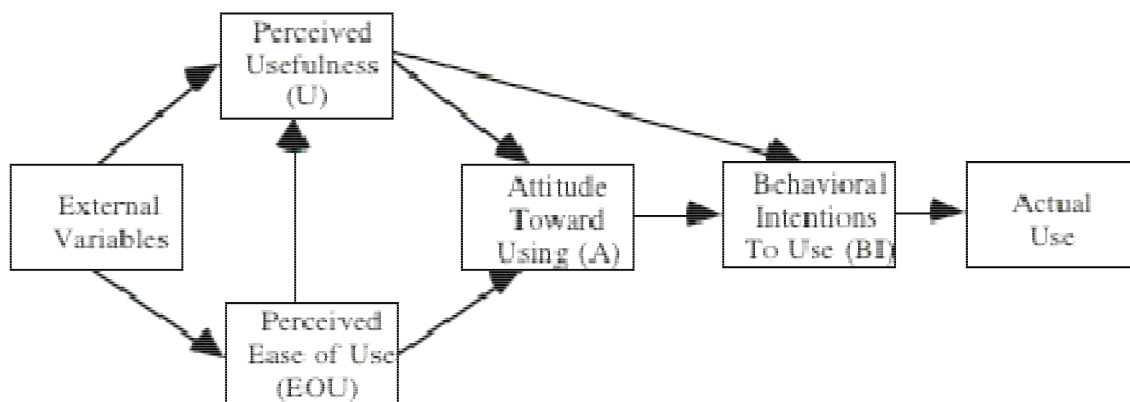
Growth in information technology in form of system and growth of internet has changed the way in which banks and financial institutes interact and serve their customer. This development has created ample opportunities to provide better customer service and enhance competitive advantage. Internet banking is one of the most successful IT (information Technology) based system which most of the banks are offering to their customers. Internet banking can be defined as a facility provided by banking and financial institutions that enable the user to execute bank related transactions through internet. The biggest advantage of internet banking is that people can use the services from any place to transact business. Due to which, the account holder does not have to personally visit the bank. With the help of internet banking many transactions can be executed by the account holder. When small

transactions like balance inquiry, record of recent transaction, etc. are to be processed, the internet banking facility proves to be very handy. (Buzzle, 2016). E-Banking first appeared in the United States in the mid-1990s, in which financial institutions in the United States to introduce and promote e-banking to provide better banking services (Chan and Lu 2004). Today, internet banking services include mobile internet banking technology, such as person-to-person payment smartphone apps and text banking. By considering the growth and acceptance of internet banking this study is an attempt to understand the customer acceptance of internet banking by applying extended technology acceptance model (TAM).

2. LITERATURE REVIEW AND THEORETICAL FRAME WORK

One of the most widely used models is Technology Acceptance Model (TAM), a model developed to study the acceptance of the technology by an individual taking into account both the perceived ease of use and the usefulness of the technology. The TAM was initially proposed by Davis in 1989. It comprises of two beliefs, the perceived utility and the perceived ease of application, which determine the attitude to adopt new technology. The attitude toward adoption will decide the adopter's positive or negative behaviour in the future concerning new technology. The TAM suggests that when users are presented with a new technology, a number of factors determine their decision about how and when they will use it. TAM has upgraded over time and its various version are available (Priyanka, S., & Kumar, A. 2013). This study adopts modified version of TAM by considering Trust, Perceived risk, Perceived self-efficacy and social influence as extended variables in this model (Venkatesh, V. 2014).

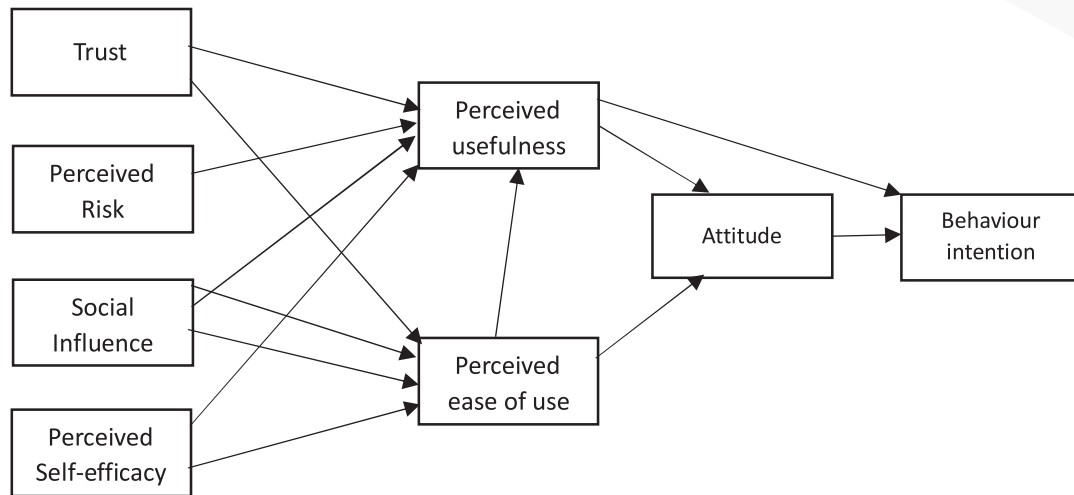
Figure 1: TAM model, Davis, F. D. (1989).



TAM explains how people adopt and use information technology based system in our case it is internet banking system. Yousafzai (2012) supported that TAM is superior to the Theory of Reasoned Action (TRA), Theory of Planned Behaviour (TPB) and highlighted the importance of trust in understanding internet banking behaviour of customers. Bashir and Madhavaiah (2014) found that

perceived usefulness (PU), ease of use, trust, self-efficacy and social influence have significant positive influence on young consumers' intention to use internet banking, whereas perceived risk exerted significant negative effect. Among all these factors, perceived risk has major significant effect on intention, followed by perceived use, perceived ease of use and trust. According to Medyawati et al (2011) person's ability to use computers, and interface design does not significantly influence perceived ease of use. Experience of computer use, relevance, security and privacy significantly influence the perceived ease of use. Relevance does not significantly influence the perception of its usefulness. Security and privacy, interface design, and perceived ease of use significantly influence the perception of its usefulness. Perceived ease of use significantly influences the attitude of its use. Perception of usefulness does not significantly influence the attitude of its use. Attitude for its use significantly influence the real usage and acceptance of e-banking. Al-Ajam and nor (2013) extended TAM with variable Computability and Trialability and found that perceived ease of use and perceived usefulness, compatibility and trialability all impact attitude toward intention of adopting internet banking. Yousafzai et al (2009) trust and perceived risk are direct antecedents of intention, and trust is a multi-dimensional construct with three antecedents: perceived trustworthiness, perceived security, and perceived privacy. Al-Ajam and nor (2013) confirmed that perceived relative advantages, perceived ease of use, trust of the internet banking all impact attitude toward the intention of adopting internet banking. This paper is an effort to make a contribution to internet banking literature. It sheds light on the factors that affect internet banking adoption. The findings may make a small contribution in terms of understanding the factors that can contribute to the adoption of internet banking by Yemeni consumers. Kallanmarthodi and Vaithianathan (2012) reveal that perceived usefulness, perceived ease of use and perceived risk are the important determinants of e-banking adoption. In a country like India, there is a need for providing better and customized services to the customers. Customers are reluctant to adopt new technology that might contain risk. Hence, the banks should ensure that online services are as safe as traditional banking, emphasize the convenience of using online banking and educate the customers regarding the uses of online services as well as security of their accounts. Safeena et al. (2013) examines the influence of perceived ease of use, perceived usefulness, attitude, subjective norm and perceived behavioural control of internet banking and found that perceived usefulness, perceived ease of use, attitude, and subjective norms, perceived behavioural control have positive effect on the use of internet banking. Mohan et al (2013) found that Perceived Ease of Use was the main determinant towards the intention for online banking as compared to Self-Efficacy and Trust and suggests that there is a direct relationship between perceived ease of use and intention to adopt online banking. When online banking is perceived as useful, customers' intention to adopt it would be greater, thus influencing the bank customers to adopt online banking when it is easy to use.

Figure 2. Proposed theoretical framework of TAM model



3. DEFINITIONS OF THE VARIABLES USED IN THE STUDY:

- **Perceived usefulness (PU):** The degree to which an individual believes that using the system will help him or her to attain gains in job performance.
- **Perceived ease of use (PEOU):** The degree to which a person believes that using a particular system would be free of effort.
- **Trust (T):** One believes that the new technology usage will be reliable and credible.
- **Social Influence (SI):** Person's perception that most people who are important to him think he should or should not perform the behaviour.
- **Perceived Self-efficacy (PSE):** Self-efficacy represents a person's belief regarding his or her capacity to carry out a specific task using a technology.
- **Perceived risk (PR):** The expectation of losses associated with internet banking and acts as an inhibitor to internet banking behaviour or the probability of a loss and the subjective feeling of unfavourable consequences.
- **Behavioural Intention (BI):** The user's likelihood to engage in internet banking.

4. RESEARCH OBJECTIVES AND HYPOTHESIS

The objective of this study is to use the proposed theoretical framework of TAM (figure 2) to study student's intention to use internet banking with selected construct such as Trust, Perceived Risk, Perceived Self-Efficacy and Social Influence, Perceived Usefulness, Perceived Ease of Use and

Attitude and to develop a general linear Structure Equation Model of internet banking acceptance by the student which would provide useful insight for effective implementation of this system in banks.

Hypothesis of the study

- H₁:** Trust has positive influence on perceived usefulness to adopt internet banking.
- H₂:** Trust has positive influence on perceived ease of use to adopt internet banking.
- H₃:** Perceived risk has negative influence on perceived usefulness to adopt internet banking.
- H₄:** Perceived risk has negative influence on perceived ease of use to adopt internet banking.
- H₅:** Social influence has positive influence on perceived usefulness to adopt internet banking.
- H₆:** Social influence has positive influence on perceived ease of use to adopt internet banking.
- H₇:** Perceived self-efficacy has positive influence on perceived usefulness to adopt internet banking.
- H₈:** Perceived self-efficacy has positive influence on perceived ease of use to adopt internet banking.
- H₉:** Perceived ease of use has positive influence on perceived usefulness to adopt internet banking.
- H₁₀:** Perceived usefulness has positive influence on attitude to adopt internet banking.
- H₁₁:** Perceived ease of use has positive influence on attitude to adopt internet banking.
- H₁₂:** Perceived usefulness has positive influence intention to adopt internet banking.
- H₁₃:** Attitude has positive influence on intention to adopt internet banking.

5. RESEARCH METHOD

Participants

The population for this study is the students (200 students) of post graduate management college. The reason for selecting post graduate students is that they belong to generation D and most of them are internet users and there is high probability that they are going to use internet banking in future.

Instrumentation

A pretested instrument was used to collect responses from the respondents which was developed based on previous literature and research. First section of instrument consists of standard TAM scale of perceived usefulness and perceived ease of use with extension of four external variables mainly Trust, Perceived Risk, Perceived Self-Efficacy and Social Influence. All items in scale are measured in seven point Likert scale ranging from 1 (strongly agree) to 7 (strongly disagree). Instrument was administered to all M.B.A. students (250) during their regular class to collect responses, of which 200 responses were received which were suitable for analysis. Gender wise there are 116 male respondents and 84 female respondents.

Statistical procedure and measuring TAM construct

The data collected was first coded and entered in MS excel and then it was exported to SPSS version 21 software. Descriptive analysis such as mean, standard deviation, frequency, percentage, correlation, reliability were calculated by using SPSS version 21 and then to test hypothesis structured equation modelling tool was used in SPSS version 21 with Amos version 21 application.

Limitation of the study

The study selected post graduate students as but the number of respondents is only 200 which is moderately small for structural equation model and for best result future research can be carried out by taking large sample size. Further study only focuses on post graduate management students and tries to understand their usage behaviour intention with respect to internet banking, so the outcome of the study will be affected by this fact and hence the results of the study have limited generalization capability.

6. RESULTS

In the measurement model discriminant validity was conferred by examining correlation among the constructs and among observed indicators (table 1 and 2) as the thumb rule, a 0.85 or larger correlation indicate poor discriminant validity in structure equation model. In the model none of the correlation present above 0.85 between construct as well as between observed indicators and which suggest adequate discriminant validity of measurement.

Table 1. Correlation matrix between construct

Correlation matrix for constructs									
	MSI	MPR	MT	MPSE	MPEOU	MPU	MA	MI	NBE
MSI									
MPR	.344**								
MT	.383**	.257**							
MPSE	.416**	.378**	.397**						
MPEOU	.371**	.119	.519**	.366**					
MPU	.290**	.131	.583**	.426**	.631**				
MA	.356**	.225**	.569**	.457**	.564**	.671**			
MI	.411**	.172*	.455**	.546**	.511**	.538**	.585**		
NBE	-.154*	-.150*	-.057	-.115	-.022	-.032	.037	-.059	

Source: primary data

For the instrument accuracy and consistency reliability were tested and reliability indicator (α) was calculated for both overall measurement scale and for each construct. Commonly used acceptable

value for reliability test is 0.70. Table 1 show the result of reliability test, which is above the threshold level with descriptive statistic mean, standard deviation

Table 2. Correlation matrix between observed indicators

	SI	SI	SI	SI	PR	PR	PR	PR	T	T	T	PSE	PSE	PSE	PSE	PEOU	PEOU	PEOU	PU	PU	PU	A	A	A	I	I	I
SI																											
SI	.612**																										
SI	.511**	.400**																									
SI	.293**	.279**	.381**																								
PR	.105	.098	.127	.290**																							
PR	.047	.092	.205**	.249**	.315**																						
PR	.167**	.248**	.220**	.286**	.419**	.351**																					
PR	.167**	.176*	.135	.203**	.264**	.287**	.273**																				
T	.322**	.334**	.318**	.273**	.202**	.118	.150*	.270**																			
T	.214**	.172*	.172*	.109	.172*	.076	.159*	.248**	.576**																		
T	.255**	.254**	.272**	.161*	.112	.090	.083	.226**	.562**	.604**																	
PSE	.228**	.265**	.194**	.266**	.063	.214**	.122	.213**	.340**	.340**	.423**																
PSE	.280**	.218**	.213**	.399**	.178*	.293**	.179*	.209**	.347**	.203**	.316**	.351**															
PSE	.120	.098	.089	.356**	.262**	.187**	.218**	.078	.219**	.200**	.130	.294**	.452**														
PSE	.228**	.204**	.174*	.272**	.225**	.305**	.207**	.138	.193**	.111	.153*	.339**	.380**	.509**													
PEOU	.287**	.257**	.256**	.140*	.014	.049	.071	.096	.374**	.374**	.477**	.238**	.240**	.181*	.160*												
PEOU	.251**	.264**	.249**	.205**	.045	-.027	-.013	.181*	.307**	.275**	.337**	.270**	.197**	.212**	.251**	.417**											
PEOU	.197**	.230**	.167*	.089	.117	.063	.008	.175*	.280**	.340**	.327**	.285**	.196**	.140*	.173*	.365**	.425**										
PU	.218**	.203**	.081	.108	.084	.008	-.025	.048	.407**	.329**	.377**	.331**	.207**	.218**	.170*	.361**	.372**	.499**									
PU	.224**	.229**	.245**	.204**	.028	.115	.038	.220**	.518**	.318**	.460**	.441**	.335**	.193**	.182**	.354**	.353**	.445**	.570**								
PU	.252**	.175*	.114	.117	.104	-.007	.133	.175*	.416**	.388**	.447**	.289**	.321**	.287**	.150*	.492**	.364**	.414**	.483**	.502**							
A	.248**	.188**	.152*	.214**	.062	.086	.173*	.141*	.289**	.391**	.415**	.240**	.293**	.285**	.236**	.354**	.329**	.293**	.349**	.430**	.532**						
A	.237**	.173*	.215**	.122	.136	.112	.119	.127	.383**	.362**	.364**	.239**	.383**	.309**	.183*	.417**	.320**	.435**	.371**	.355**	.630**	.507**					
A	.298**	.223**	.263**	.250**	.170*	.064	.140*	.209**	.480**	.415**	.409**	.308**	.323**	.275**	.201**	.376**	.307**	.367**	.381**	.448**	.483**	.472**	.457**				
I	.289**	.222**	.229**	.214**	.118	.088	.073	.106	.335**	.293**	.345**	.293**	.413**	.327**	.418**	.292**	.303**	.370**	.301**	.426**	.474**	.474**	.477**	.485**			
I	.230**	.152*	.339**	.130	.058	.105	.096	.215**	.328**	.284**	.320**	.276**	.375**	.281**	.343**	.333**	.288**	.366**	.297**	.425**	.450**	.398**	.407**	.410**	.601**		
I	.291**	.334**	.345**	.253**	.075	.047	.072	.158*	.324**	.310**	.303**	.329**	.276**	.342**	.292**	.322**	.376**	.281**	.211**	.344**	.344**	.234**	.313**	.321**	.439**	.507**	

Source: primary data

Table 3. Descriptive and reliability analysis, source primary data analysis

Construct	Measurement instrument	reliability by construct	Overall reliability
Social influence	People who are important to me think that I should use net banking	0.731	0.907
	People who are familiar with me think that I should use net banking		
	People who influence my behaviour think that I should use net banking		
	Most people surrounding with me use net banking		
Perceived risk	It is probable that net banking would not be worth its cost	0.653	
	It is probable that net banking would frustrate me because of its poor performance		
	Comparing with other technologies, using net banking has more uncertainties		
	It is uncertain whether net banking would be as effective as I think		
Trust	I trust net banking service	0.805	
	I think net banking service is reliable		
	I think net banking service is trustworthy		
Perceived self- efficacy	I could use net banking if I had the built-in help guidance for assistance	0.717	
	I could use net banking if someone showed me how to do it		
	I could use net banking if I had seen someone else using it		
	I could use net banking if I could call someone for help		
Perceived ease of use	Learning to use net banking is easy	0.67	
	It is easy to use net banking		
	Overall, using net banking is easy		
Perceived usefulness	Net banking improves my work and life efficiency	0.76	
	Net banking allows me to easily acquire the information I need		
	Overall, Net banking is useful		
Attitude	Using this net banking is an idea I like	0.734	0.907
	Using this net banking would be a pleasant experience		
	Using this net banking is a good idea		
Intention	I will adopt net banking as soon as possible	0.76	
	I intend to use net banking in the future		
	I will regularly use net banking in the future		

Source: primary data

Table 4 shows a summary of the overall model fit measures. Except for the Chi-square value and RMSEA value all absolute measures were significant and considered acceptable for good fit of the model.

Table 4. Goodness of fit measures

Goodness of fit measure for SEM (Hooper, D., Coughlan, J., & Mullen, M. (2008))		
Fit measures	value	Acceptable threshold level
Chi-square	0	Insignificant result at a (>0.05) threshold (Barrett, 2007),
RMR	0.111	RMR of zero indicates a perfect fit. The smaller the RMR is, the better.
RMSEA	0.173	Good models have small RMSEA (< .08)
GFI	0.936	Values of 0.90 or greater indicate well-fitting models (Alternative to Chi square)
NFI	0.902	Values greater than 0.90 indicating a good fit.
CFI	0.913	Values greater than 0.90 indicating a good fit. (revised form of the NFI)

Source: primary data

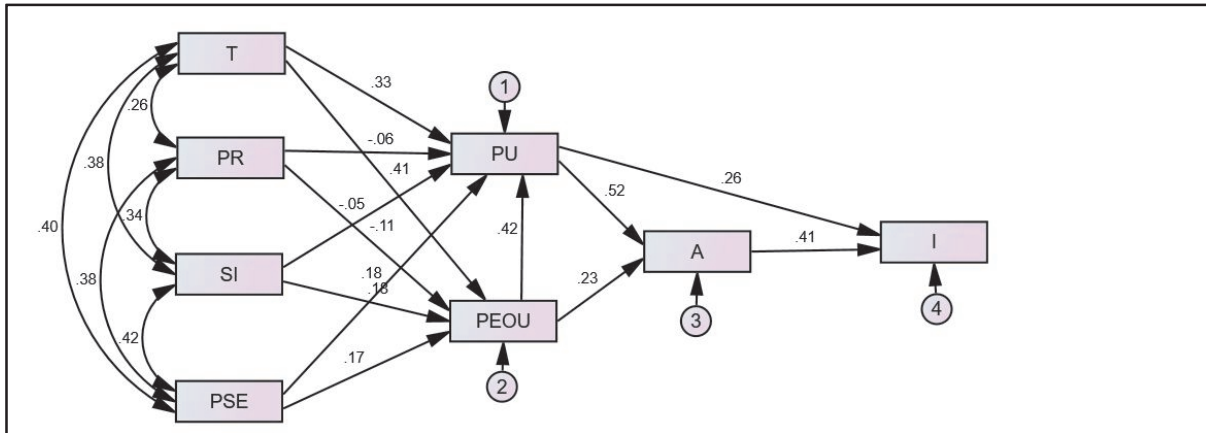
The structure equation model was used to test hypothesis with help of SPSS Amos 21 versionan estimated value was used as a criterion to test the significance of the parameters for each hypothesis. Figure 3 show the estimate value for all constructs on each arrow and to test it significant table 5 shows the estimates, p value and result with respect to hypothesis.

Table 5. Regression Weights: (Group number 1 - Default model)

Sr. no.	Path relationship	Estimate	p - value	Result	Null hypothesis
1	PEOU <--- PR	-0.114	0.078	Insignificant	Accepted
2	PEOU <--- SI	0.183	0.007	Significant	Rejected
3	PEOU <--- PSE	0.17	0.014	Significant	Rejected
4	PEOU <--- T	0.41	***	Significant	Rejected
5	PU <--- PEOU	0.42	***	Significant	Rejected
6	PU <--- PR	-0.055	0.319	Insignificant	Accepted
7	PU <--- T	0.325	***	Significant	Rejected
8	PU <--- SI	-0.047	0.418	Insignificant	Accepted
9	PU <--- PSE	0.184	0.002	Significant	Rejected
10	A <--- PU	0.524	***	Significant	Rejected
11	A <--- PEOU	0.233	***	Significant	Rejected
12	I <--- A	0.407	***	Significant	Rejected
13	I <--- PU	0.265	***	Significant	Rejected

Source: primary data

Figure 3. Structure equation model sction of SPSS Amos version 21



Source: primary data

7. CONCLUSION AND DISCUSSION

This study validates the earlier studies that used technology acceptance model to examine the behavioural intention to use internet bankingand it further support the validity and accuracy of TAM model for data collection based on goodness of fit results. Study identifies and validates that perceived usefulness, perceived ease of use and attitude are most significant factors that affect student's intention to use internet banking. The study indicates that perceived usefulness, perceived ease of use and attitude are found to be significant for behavioural intention towards internet banking

which validate previous research. Further study reveals that out of four extended variable of TAM trust and perceived self-efficacy are identified as significant and have positive influence on both perceived ease of use and perceived usefulness. While perceived risk is found as insignificant which contradicts the past research and literature but negative value of regression estimate of perceived risk explain that it has very little but negative influence on perceived ease of use/perceived usefulness. Whereas social influence is found to be insignificant in relation to perceived usefulness and significant with perceived ease of use. Bank should consider the finding of the study to develop strategies related to internet banking by focusing on making internet banking more useful and easy to use. Further trust is found to be most important factor according to finding. Thus banks should take strategic initiative to make internet banking more reliable and trustworthy which indirectly will take care of the risk aspect of internet banking.

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ELECTRONIC BANKING PAYMENT SERVICES – A FUTURISTIC PERSPECTIVE

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Abstract

The e banking payment services such as National Electronic Fund Transfer, National Electronic Clearing System, Real Time Gross Settlement, National Financial Switch, Next Generation Real Time Gross Settlement, Core Banking Solutions, Cloud Computing, Wireless Application Protocol Services, Mobile Telephony and Service Oriented Architecture etc will take the center stage in the coming years. The paper aims at analyzing the opinions of the e-customers with respect to different factors affecting electronic banking payment services which they are availing and will be availing in future. The factors considered for the study based on the literature review are Cost / Price, Customer Accessibility, Customer's perceived ease of use, Customer's Reluctance to Change, Customer Awareness and Security Concerns. The researcher through this research effort tries to find out the awareness of the e-customers about the futuristic e-banking payment services they are going to avail and to find out whether they are prospective or not as well as the factors which will prompt the e customers to use them in future. The researcher has used the Chi Square Tests to find out the association between the usage of e-banking payment services by the e-customers and their awareness about the electronic banking payment services provided by the banks in the modern times and also has conducted the Factor Analysis for finding out the factors affecting e- Customer's Choice about Electronic banking payment service with respect to the e banking services offered by the modern banks.

Key Words – Electronic Banking, Electronic Banking Payment Services,- ECustomers, Prospectiveness.

1. INTRODUCTION

The banking industry is one of the oldest in the world. Banking originated about 4000 years ago in places such as Babylon, Mesopotamia and Egypt where grain and other valuable commodities were stored and receipts given as proof of sale on purchase. The emergence of paper currency as a medium of exchange has revolutionised the banking industry. By 1600 AD use of cheques became widespread and by mid-1900's, banks started using the telegraph technology to "wire" money from one location to mother in a matter of seconds. Banking today has become more complex with different products and services which stems from reliance on automation and technological change which has shaped it from a manual-intensive industry into one highly automated and technology dependent. Intense competition has forced banks to rethink the way they operated their business. They had to reinvent and improve their products and services to make them more beneficial and cost effective. Technology in the form of electronic banking has made it possible to find alternate banking practices at lower costs. More and more people are using electronic banking products and services and because a larger section of the banks' future customer base will be made up of computer literate

customers, the banks must be able to offer these customers' products and services that allow them to do their banking by electronic means. If they fail to do this they will, simply, not survive.

1.1 Electronic Banking Scenario- Year 2000-2010

According to the Report on Internet Banking published by RBI in the year 2011, the different electronic banking services such as online balance enquiry, transaction history, online transfer of funds, card to card transfer, prepaid mobile recharge, request for the cheque book, stop payment request, request for debit cards, getting monthly bank account statement by email, reissue and upgrade of ATM /Debit card, Link Bank Account to ATM / Debit Card, Renewal / premature closure of FD/RD, Deactivate ATM / Debit Card, Change password, Demat Holdings, Loan Details, Interest Rate Updates, Bill Payments, Online Shopping, Ticket Booking, Mobile Top-up, Share trading, Online Tax Payments, Convert to EMI, Online Loans, Customer Correspondence, Demonstration of Internet Banking, Corporate Internet Banking, etc were provided by the banks which have embraced the technological changes.

1.2 Electronic Banking Scenario- Year 2011 Onwards

Howevertapid strides are already being made in banking technology in India and Internet banking is a manifestation of this. Every day sees new tie-ups, innovations and strategies being announced by banks. A sea change in banking services is on the cards. It would, however, be essential to have in place a proper regulatory, supervisory and legal framework, particularly as regards security of transactions over the Net, for regulators and customers alike to be comfortable with this form of banking. Over and above the above mentioned basic electronic banking services, the services such as National Electronic Fund Transfer, National Electronic Clearing System, Real Time Gross Settlement, National Financial Switch, Next Generation Real Time Gross Settlement, Core Banking Solutions, Cloud Computing, Mobile Telephony and Service Oriented Architecture, Wireless Application Protocol Services will take the center stage in the coming years (Chapter 4, Internet Banking – The Indian Scenario, Page 34 – 41, RBI Report on Internet Banking(2011)).

2. LITERATURE REVIEW

Sathye (1999) Defines adoption as “the acceptance and continued use of a product, service or idea.” Mols et al. (1999) study reveals that the diffusion of electronic banking is more determined by customer’s acceptance than by the seller offerings. O’Connell (1996) demonstrated that the explanation for slow growth of Electronic banking is caused by security concerns, lack of knowledge about availability of such a service, Electronic banking sites being not user friendly and the lack of access to computers or the Internet. In line with Wallis (1997) whose report states that new technology adoption by the majority of the customers depends mainly on awareness, ease of use, safety and security, cost of Internet banking, reluctance and lack of computer or Internet access are focused.

Cost/Price Factors

Today, in India Price/costs is one of the major factors that influence the consumer adoption of innovation. Gupta (1988), Mazursky et al., (1987) identify “price” as a major factor in brand switching. Also, the Wallis Report (1997) states that for “consumers to use new technologies, the

technologies must be reasonably priced relative to alternatives". Otherwise, the acceptance of the new technology may not be viable from the standpoint of the consumer.

Customer Accessibility

One of the major factors for adopting Electronic banking is the availability of access to computers/Internet (Sathye, 1999). The Wallis Report (1997) states "as the Internet becomes more widely accessible households will conduct their financial transactions over the Internet" this means that, the more widespread the access to computer/Internet the greater the possibility of use of Electronic banking system adoption.

Perceived Ease of Use

Cooper (1997) identifies "ease of use" as one of the three important characteristics from customer's perspective for adoption of innovative service. Katz and Aspden (1997), Walis (1997) and Mols (2000) suggested that it is crucial for the Internet to be easy to use to increase the adoption rate Electronic banking. The Wallis Report (1997) identifies that technological innovation "must be easy to use" to ensure customer take up or acceptance. Daniel (1999) identifies "ease of use" as one of the factors for customer acceptance in her study of electronic banking payment system. This means that for successful implementation of Electronic banking, commercial banks must ensure that the services are simple, easy and of sufficiently high quality to ensure customer satisfaction in order to maintain their customers.

Customer Reluctance to Change

Daniel (1999) stated that there is a high level of customer inertia in changing their established banking arrangements. Sathye (1999) emphasized that customers, particularly the senior citizens, prefer personal interaction and that they have technology phobia. Furthermore, adoption of new technologies often comes across a certain amount of resistance to change from present ways of operating. This means that unless such a need is fulfilled by the commercial banks, customers may not be prepared to change from present ways of operating.

Customer Awareness

Adoption can be defined as the acceptance and continued use of a product, service or an idea. According to Dr. Yaha Sofri(2009), consumers go through "a series of process in knowledge, conviction, decision and confirmation" before they are ready to adopt a new product or service. Hence it is necessary that the commercial banks offering this service make the customers aware about the availability of such a product and explain how it adds value relative to other products of its own or that of the competitors.

Security Concern

Security is one of the very important factors in determining the decision of consumers to use Electronic banking. Uppal R.k. (2010) identifies "the level of risk" as an important characteristic from a consumer's perspective in the adoption of innovation. It is also found that security concerns are keeping both consumers and bankers away from Electronic banking. He also reveals that security concern among customers was the top ranking obstacle for non adoption of Electronic banking

services. Apparently, Electronic banking services will not be adopted in India unless it is considered safe and secure by the customers.

Problem Statement

As per the report on the Ecommerce released by the Internet and mobile Association of India (IAMAI), the internet commerce industry in India is expected to INR 46,520 crores by end of 2011. The e-commerce and m-commerce are poised for a big stride in coming years. Banks and payment system operators could leverage on the huge potential of e-commerce and m-commerce. The online population has increased from just 500,000 in 1998 to 5 million in 2000. By the year 2015, the online population is expected to reach 70 million. IT services is a \$1.5 billion industry in India growing at a rate of 55% per annum. Hence, with the increase in the number of e-customers and RBI Initiatives to promote electronic banking services, an attempt is made to study about the "Awareness level of electronic banking services offered by the modern banks among the e-customers and understanding its prospects. For this purpose the 200 e-customers who use the various e-banking services in the Ahmedabad city have been identified. Ahmedabad city has been selected randomly.

3. OBJECTIVES OF THE STUDY

The following are the specific objectives of the study:

1. To study the awareness level of the E-Customers about the e banking services offered by the modern banks since year 2011 and onwards.
2. To find out the factors affecting Electronic Banking Service with respect to the e banking services offered by the modern banks year 2011 onwards.

4. METHODOLOGY

The methodology of a particular research clarifies the type of research conducted, the type of method used and the research techniques adopted for the collection and analysis of the collected relevant information. For literature review, mainly an exploratory type of method was used. But for policy research and secondary data collection, mainly the descriptive and historical method was adopted. While, field research was done for collecting primary data. For collecting the opinion from the e-customers, a well structured questionnaire was prepared. The questionnaire invited the responses on the e-customers' awareness of the Electronic Banking Services offered by the banks since year 2011 and onwards. It also invites the suggestions from the e-customers to improve the awareness of the Electronic Banking Services. The data collected have been transformed into tables. After tabulating the opinions of the e-customers, necessary statistical tools have been applied for analyzing the data. The study includes the use of percentage analysis as the statistical tool to describe the collected data. Cross Tabulations and Chi-square test is used to test the hypothesis formulated for the present study. Chi Square test is used to find out whether there is any association between the socio-economic attributes and the awareness level of the e-customers. The period of the study ranges from the year 2011 onwards.

5. ANALYSIS AND INTERPRETATION OF DATA

Table 1: Sample Characteristics

Sr. No.	Demographic Parameter	Category	No. of E-Customers	% of E-Customers
1	Gender	Male	208	54
		Female	174	46
Total			384	100
2	Age Group	18-30 years	138	36
		31-40 years	157	41
		41-50 years	70	18
		Above 50 years	19	5
Total				
3	Education	Graduate	128	33
		Post Graduate	173	45
		Others	83	22
Total			384	100
4	Annual Income	Below Rs. 1,00,000	70	18
		Rs. 1,00,000 -3,00,000	107	28
		Rs. 3,00,001 -5,00,000	106	28
		More than Rs. 5,00,000	101	26
Total			384	100
5	Occupation	Salaried	153	40
		Business Man	75	20
		Own Profession	116	30
		Housewives	40	10
Total			384	100

E-CUSTOMERS CHOICE OF ELECTRONIC BANKING SERVICES

The e-customers were given the option to choose the type of e-banking services through which they fulfill the transactional needs. These include Basic Electronic Banking Services, National Electronic Fund Transfer, National Electronic Clearing System, Real Time Gross Settlement, Core Banking Solutions, etc.

Table 2: E-Customers Choice of Electronic Banking Services

Sr. No.	Choice of Electronic Banking Services	No. of E-customers	Percentage
1	Basic E-banking Services	240	62.00
2	NEFT	35	09.00
3	NECS	19	05.00
4	RTGS	64	17.00
5	CBS	26	07.00
	TOTAL	384	100.00

Source: Primary Data

Out of the 384 e-customers surveyed, 62% of the e-customers choose to use Basic Electronic Banking Services, 17% e-customers choose to use RTGS, 9% e-customers carry out their transactions through National Electronic Fund Transfer, 7% e-customers prefer core banking solutions to satisfy their banking needs and 5% e-customers use National Electronic Clearing Systems as a part of modern e-banking services.

Objective 1: To study the awareness level of the E-Customers about the e banking services offered by the modern banks since year 2011 and onwards.

Usage of electronic banking services and awareness about electronic banking services provided by the banks in modern times

In order to find out the association between the usage of e-banking services by the e-customers and their awareness about the electronic banking services provided by the banks in the modern times, Chi Square Test is applied.

Table 3: Usage of Electronic Banking Services and Awareness about Electronic Banking Services Provided By the Banks in Modern Times

Level of Awareness	Usage of E Banking Services (Time Period)				
	Fortnightly	Monthly	Quarterly	Every 6 Months	Total
Low Awareness(1 -2)	5	18	17	30	70
Moderate Awareness(3)	13	22	27	45	107
High Awareness (4 -5)	26	54	43	84	207
TOTAL	44	94	87	159	384

Source: Primary Data

Null Hypothesis: The association between the usage of the electronic banking services by the e-customers and their level of awareness towards electronic banking services provided by the modern banks is not significant.

The chi square test is performed to test the above hypothesis. The Pearson chi square value for the usage of the electronic banking services by the e-customers and the level of the awareness of the e-banking services provided by the banks in the modern times is 0.640, which is greater than the alpha value of 0.05. Therefore null hypothesis is accepted and it can be concluded that the association between the usage of the electronic banking services by the e-customers and their level of awareness of the e-banking services provided by the banks in the modern times is not significant.

Objective 2: To find out the factors affecting e- Customer's Choice about Electronic Banking Service with respect to the e banking services offered by the modern banks since year 2011 and onwards.

To find the crucial factors affecting customer's choice among six factors considered for data collection, exploratory factor analysis is applied.

Table 4: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.568
Bartlett's Test of Sphericity	Approx. Chi-Square	236.469
	df	15
	Sig.	.000

The Bartlett's test value: 0.000 came out to be smaller than the alpha value 0.05. This proves that there exist crucial factors which are interrelated and which can be pulled out among all.

**Table: 5 Showing Eigen values and Variance among factors
Total Variance Explained**

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	1.847	30.786	30.786	1.847	30.786	30.786	1.179
2	1.260	20.999	51.784	1.260	20.999	51.784	1.709
3	1.061	17.678	69.463	1.061	17.678	69.463	1.945
4	.729	12.152	81.615				
5	.629	10.477	92.091				
6	.475	7.909	100.000				

Extraction Method: Principal Axis Factoring.

The above table shows the total of Eigen values of all the six factors considered. A factor is considered to be important if its total value is more than 1. The above table clearly shows that factor no. 1, 2 and 3 have values greater than 1 and so they only are important and to be considered and others are eliminated. Also, factor 1 explains 30.786 % of the variance, factor 2 perceives 20.999% and factor 3 takes care of 17.698% variance of total.

Table: 6 Showing the important factors affecting the choice of e-banking

	Pattern Matrix ^a		
	Factor		
	1	2	3
Customer Reluctance to Change	.791		
Perceived Ease Of Use	.448		
Cost / Price Factor		.584	
Customer Accessibility		.574	
Security Concern			.611
Customer Awareness	.351		.490

Extraction Method: Principal Axis Factoring.

On the basis of the above table, we chop off the second and the third variable as they are reckoned to be poor. Taking the loadings of the factors in column 1, the factors customer reluctance to change, perceived ease of use and customer awareness is accepted. But as customer awareness is loaded with more than one factor, it is devolved. Finally, the two factors are considered to be the important ones which affect the customer's choice in choosing the service. Conceiving these two factors this clearly deduces that because the customers are have so much ease of use and they are used to it, they are not ready and are reluctant to switch to other mode of banking. The most important factor affecting e- Customer's Choice about Electronic Banking Service with respect to the e banking services offered by the modern banks since year 2011 and onwards is the perceived addiction and habituation.

6. FINDINGS

1. Among the 200 e-customers surveyed, 68% are male.
2. 52% from the 200 e-customers surveyed represent the age group of 18-30 years.
3. Among the 200 e-customers surveyed, 55% e-customers are graduates.
4. 60% from the 200 e-customers surveyed earn between Rs. 1, 00,000 –Rs. 3, 00,000 annually.
5. Among the 200, e-customers surveyed, 37% e-customers use electronic banking services on monthly basis to fulfill their diverse banking needs and 28% of the e-customers use the e-banking services on fortnight basis.
6. 62% of the e-customers surveyed opine that they choose basic electronic banking services.
7. The association between the age group, educational qualification, and annual income of the e-customers and their level of awareness towards electronic banking services provided by the modern banks is not significant.
8. The association between the usage of the electronic banking services by the e-customers and their level of awareness of the e-banking services provided by the banks in the modern times is also not significant.
9. The most important factor affecting e- Customer's Choice about Electronic Banking Service with respect to the e banking services offered by the modern banks since year 2011 and onwards is the perceived addiction and habituation.

7. SUGGESTIONS

1. National Payment Corporation of India Ltd (NPCI) has been set up as an umbrella organisation for retail payments with an objective of integrating and consolidating various clearing houses in the country for cheques and electronic payments and introduces new payment applications with focus on electronic payments. NPCI has already introduced RuPay, an indigenous domestic card scheme. It has also started operating Interbank Mobile Payment System (IMPS) which offers an instant24X7, interbank electronic fund transfer service through mobile phones. E-customers must be made aware about such initiatives on the regular basis by their e-banks.
2. RBI is in the process of implementing a core banking solution. The CBS once implemented will bring significant benefits to all the key stakeholders like government, banks, primary dealers, FIs and the common citizens. CBS in RBI will enable anywhere banking (especially payments) to government departments, treasuries, sub-treasuries through online access and use of e-payment modes / delivery channels.
3. In other words, it would facilitate government to use RTGS, NEFT, NECS and other electronic delivery channels for making all its payments through a single bank resulting in reconciliation being that much easier. Banks and financial institutions will benefit from system of having a centralised account for funds and securities and an on-line transaction tracking mechanism linking funds and security legs. CBS is also intended to provide limited functionality of RTGS in case the RTGS services are not available for any reason. Hence E-Customers Awareness Programme should be organised by the banks to provide the e-customers with information about the various e-banking services offered by the banks in modern times. Moreover they must be made aware about the proper usage of the e-banking transactional services such as NEFT, NECS & RTGS.
4. Electronic Payment Systems accounts for 41% of the total volume of transactions while it represents 90% of the total value of transactions. Introduction of electronic payment products such as Electronic clearing service and electronic funds transfer, which over the years have metamorphosed into National ECS and National EFT and RTGS have ushered in new ways of payment processing and thereby helping the banks to generate the revenues. Hence the banks should encourage their customers to avail more of such services for conducting their financial transactions.

8. CONCLUSION

This paper has provided an understanding of different electronic banking services provided by the banks in post e-banking era. The e-customers awareness about the different electronic banking services such as Basic Electronic Banking Services, National Electronic Fund Transfer, National Electronic Clearing System, Real Time Gross Settlement, Core Banking Solutions, etc. is examined. The results after testing the hypothesis suggest that to maximize the revenues Electronic Banking service providers should try to increase the awareness level of the e-customers either through the proper usage of the e-banking transactional services such as NEFT, NECS & RTGS or by conducting various awareness programs for their e-customers. Further creating awareness through financial literacy campaigns is necessary to increase the volumes in the payments business and to generate the necessary network effects for the successful operationalisation and implementation of newer

technologically cost effective sound payment products. It is also necessary to simultaneously create awareness for inculcating security consciousness among the users of the various payment products to prevent instances of fraud and misuse.

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A SURVEY ON AWARENESS AND SATISFACTION LEVEL OF THE CONSUMERS OF ONLINE GIFTING WITH SPECIAL REFERENCE TO AHMADABAD CITY.

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Abstract

India is well known as the land of Gods, Worships and Offerings, but do you know there are more than 100 Million Internet users in our developing country India. In addition to that around 50 million people are purchasing products online every year. Online selling has reduced the costs of marketing of the companies; they have come up with the cheapest rate of products by removing layers in the supply chain. This has created a win-win situation for both customers as well as sellers. No doubt India is a developing country where now a day's people have hectic work schedules which affect the relations, but the online gifting has strengthens the bond of relationships. Sitting at Kanyakumari a friend can send a cake, gift or bouquet to his best friend staying at Punjab on special occasions like Birthday or Anniversary. This study is the extended version of the survey made for testing the consumer's perception towards the online shopping in Ahmadabad. This study highlights consumer's perception towards online gifting and their preference towards online gifting. This enables e-retailer to attract and get potential customers converted to his own customer and encourage them in a better way to make buying decision. An attempt is made here to show the views of the people on online gifting products in Ahmadabad, Gujarat.

Key Words: India, Worship, Selling, Online Gifting, Developing, Country.

1. INTRODUCTION

Gift is a special for each and every one as it comes with a surprise and affected by love, affection and emotions. Gifting is an art of showing our feelings for the others. We generally use this on various occasions like Weddings, Anniversaries, Birthdays, Baby Born, and Promotion. It has been followed from the ancient times that this feature of gifting is used. Let us talk about the time when kings use to rule, they used gifting in a sense when they are happy by the performance of the person. For example if a king is happy with the dance performance of a Dancer he will gift him ornaments or Gold coins. That was the time when people used various methods to make king happy and get a gift from him. This went on to the Mugal, Maratha and all sorts of Ruling systems in India. A very fine example of the gifting is the monument of "Taj Mahal". It is said that the Prince Shahjahan got it build to express his love for the Mumtaz. A Fort made of a single marble stone.

Now let us come to the Britishers era, they also used gifting when someone uses to help them in getting the information of the revolutionaries working against them. They used to gift them Money, food or say any post in the upper level management. Here the gifting was a reward for getting important information.

Now coming to the modern era where a human being has become Techno savvy. We can set reminders in our cell phones and use it to get that on that day. Now it is simple to remember Birthdays, Anniversaries and all those stuffs. And with the help of internet getting linked with this it has become much simpler for a person to maintain his relations. The entire credit goes to the “Internet Baba” and his son called E-Commerce.

With the evolution of E-commerce it has become simpler to purchase goods and services. Here I remember a service called cake@12 an online gifting portal which delivers the birthday cake at 12:00 Am mid night to whom you want to wish. Just go to their website select the cake type you want pay for it and that's it. Your surprise is ready for your friend. Another portal that I remember is the Cakes & Bouquets, it works on the same theory but it delivers it during day time only. It also provides the service or Birthday cards, Anniversary cards, Bouquets, Books and Decoration Items, cakes, Pastry, chocolates and more. Not only these they gift wrap it for you and then make the delivery.

In this era of a high speed internet e-biz is the booming word and a maximum earning business. Businesses also include the travel packages, items such as fridge, TV, Gift articles etc. Many websites provide you the reminder of the person you have gifted last year and what else you can gift him this year.

The online portals like Naaptol, homeshop18, Amazon, ebay, Shopclues and the list is endless. One of the portals that came up was with the specialty of a city like Raasgulla from Calcutta, peedha from Agra etc. they get it packed and within 3 days it reaches you without getting it outdated in its original form. They do provide the option of online gifting if you have someone special to whom you want to gift it.

In this era of internet a person sitting in Punjab can purchase a gift for his friends residing in Kanya Kumanri, pay for it and can deliver it on the day of his birthday expressing his love of friendship for him. And it is true that now world has become a global village.

2. OBJECTIVES OF THE STUDY

The main objective of this research of online gifting is to know the consumer behavior behind using the online gifting.

- To know the awareness about the online gifting among the people of Ahmadabad.
- To know what type of gifts are selected by using online gifting.
- To know the motivating factors of the online gifting.
- To know the level of satisfaction of the people using online gifting.

3. HYPOTHESIS

H01: There is a significant relationship between the values of variable 1 and variable 2

H1: There is significant relationship between the values of variable 1 and variable 2, it is only by chance

H02: The values of variable 1 and variable 2 are unrelated to each other.

H2: The values of variable 1 and variable 2 have a statistically significant relationship.

4. RESEARCH METHODOLOGY

Research Design

The research study aims to judge the consumer awareness and perception towards the Online Gifting. The study is carried out through a structured format of questionnaire.

Data Collection Technique

The data has been collected by both primary and secondary data. Primary data has been collected with the help of structured questionnaire by personally meeting the respondents. Secondary has been collected from the websites, focused group interviews, newsletters and journals mainly highlighting conceptual framework of online shopping.

Designing the Questionnaire

The questionnaire has been designed by considering the objectives of the study. The first part of the questionnaire includes the demographical factors of the respondents, usage of internet. The second part of the questionnaire includes the category of goods purchased online and frequency of online shopping. The third part judges the level of satisfaction among the people using online gifting. The fourth part looks into motivating factors and problems faced by the consumers using online gifting.

Sampling Design

The sampling techniques which is used in the convenience sampling method. Convenience sampling is non probability sampling techniques where subjects are selected because of their convenient accessibility proximity to the researcher. These type of studies are very much useful for detecting the relationships among different factors.

Sample Design of the study

The sample size that is selected is 250. The respondents are selected from the Ahmadabad city which is divided into the divisions where the online delivery is possible

5. LITERATURE REVIEW

According to Larsen and Watson (2001), the procedure of giving gift facilitates the flow of communication between the gift giver and the gift taker. They also added that without a relationship there is no flow of such communication between two persons, while such communication strengthens the emotional deepness of the relation. Adding further they described that gift giving is often a highly emotional action because it has perceived impotence that the exchange has on the status of the relationship which is a cause for anxiety and stress for the person who gives gift. Continuing they added that anxiety is the main reason for the uncertainty of the gift giving. The gift giver may not know that what amount of money is appropriate to spend on a person, What the person's needs or taste are, or what other unspoken boundaries may be required regarding the selection or presentation of the gift. Including further they added that anxiety is not only emotions related to gift giving, there are other emotions that include surprise, Happiness, Disappointment, Excitement or rage.

According to Wooten (2000), the gifting is a very important function and the gift giver usually spends time to choose their messages cautiously. Adding to it that we usually do establish parameters prior to the gifting occasion can simple our anxiety. In absence of these boundaries, it is not likely that a gift giver and the gift taker who are in a relationship will have same expectations and this causes a frustration among them.

6. DATA ANALYSIS

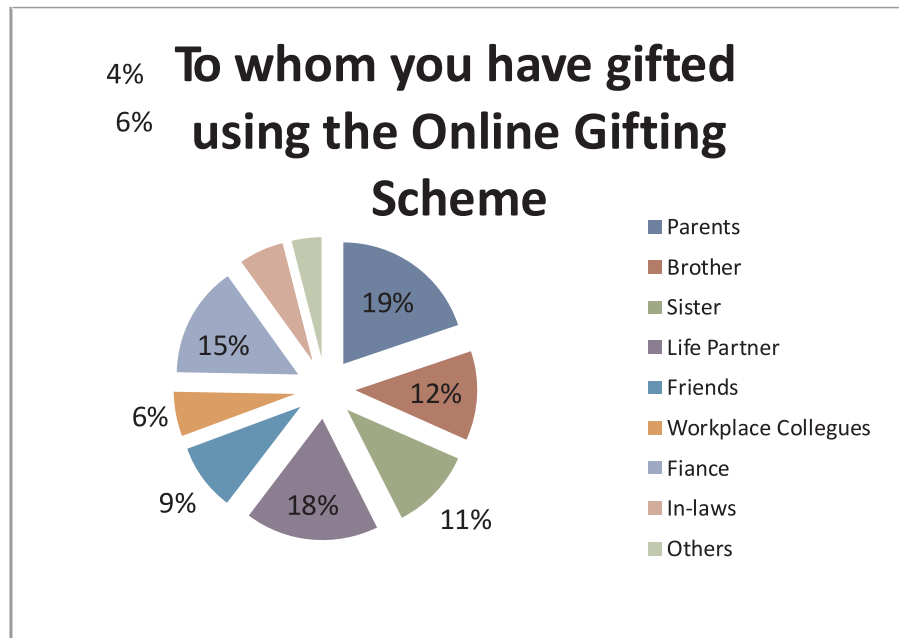
Table 1: Demographics and General Details

1. Gender		
	Male	175
	Female	125
	Total	300
2. Age Group		
	Below 18 years	90
	18 – 25	60
	25 – 35	75
	35 – 50	45
	50 or above	30
	Total	300
3. Educational Qualification		
	Under Graduation	45
	Graduate	60
	Post Graduate	105
	Other	90
	Total	300
4. Occupation		
	Student	45
	Service class	90
	Business Class	81
	House wife	36
	Other	48
	Total	300
5. Average Monthly Income		
	Less Than 5000	30
	5000-10000	36
	10000-25000	60
	25000-50000	105
	Above 50000	69
	Total	300
6. Have you Gifted anybody		
	YES	266

NO	34
Total	300
7. On what Occasions do you prefer gifting?	
Marriages	290
Birthdays	245
Anniversaries	265
Special Occassions (Promotion, Baby Bornetc)	288
Other	245
8. Usage of Internet	
YES	250
NO	16
Total	266
9. Where are you Browsing Internet?	
College	37
Office	75
Home	58
Cyber Café	45
Other	35
Total	250
10. Are you aware of the online gifting option provided by the e-shopping site?	
YES	210
NO	30
May be	10
Total	250
11. Do you prefer Online Gifting?	
YES	200
NO	10
Total	210
12. From how long are you aware about the online gifting services of Website?	
Less than 6 months	110
6 months - 1 Year	40
1 - 2 Year	30
2 Year or more	20
Total	200
13. How Many times have you used the online gifting in last 1 year?	
1 Time	30
2 times	20
3 Times	50
4 Times	60
5 or More Times	40
Total	200

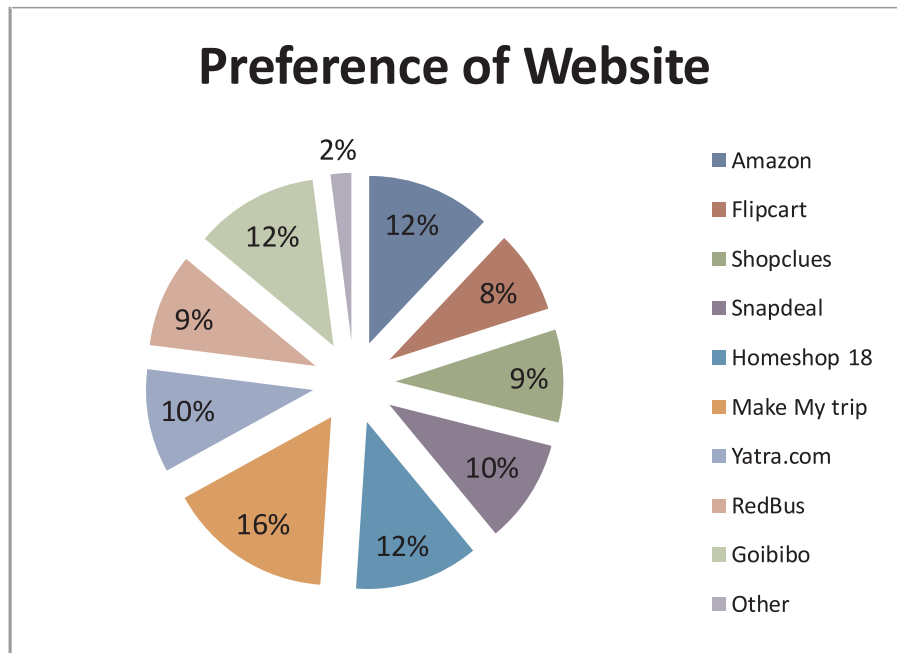
Source: Survey Data

Graph 1: To whom the respondents have gifted using online gifting scheme



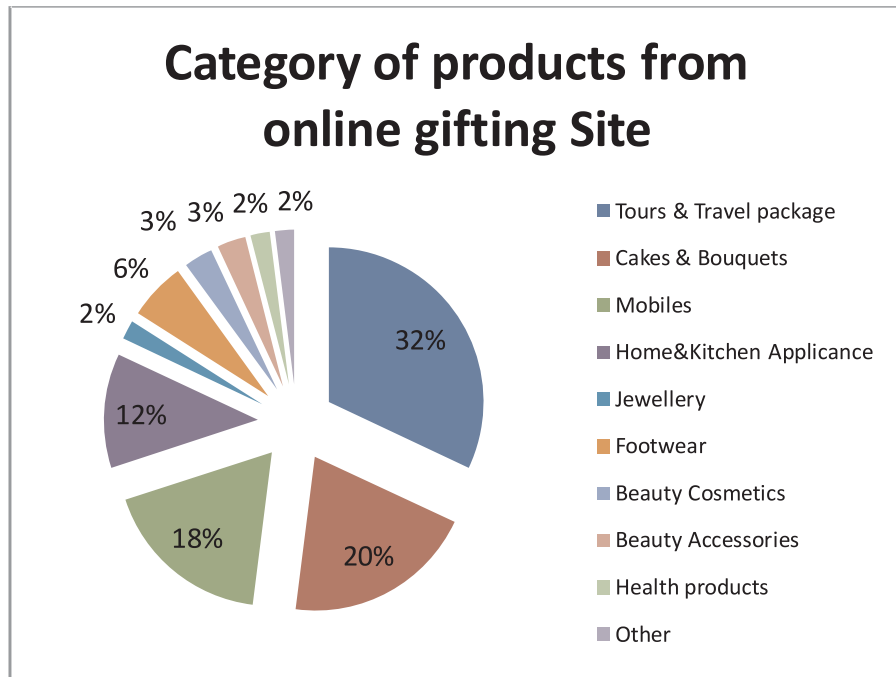
Source: Survey Data

Graph 2: Preference of Website for online gifting used by Respondents



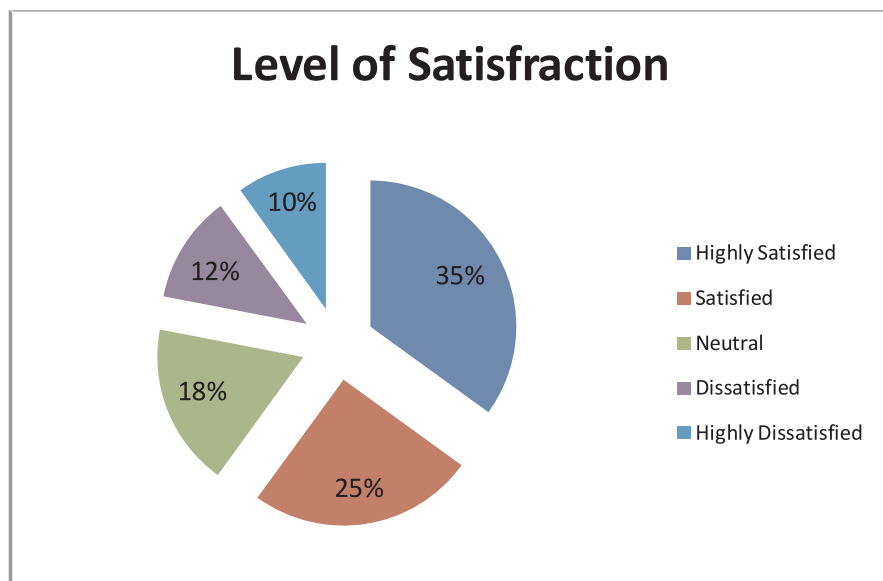
Source: Survey Data

Graph 3: Category of Products selected by the respondents from the online gifting sites



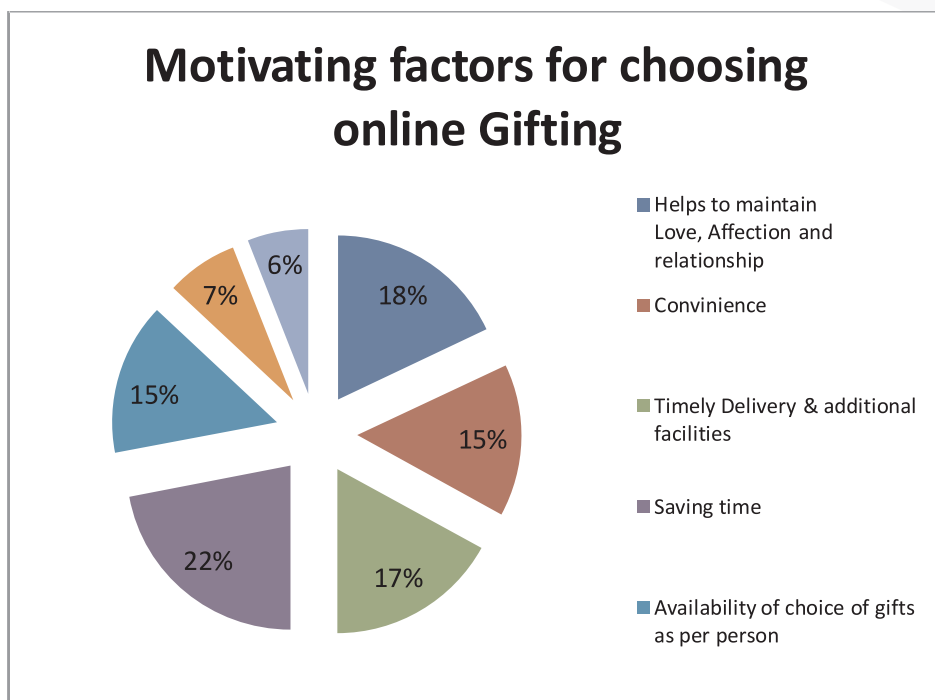
Source: Survey Data

Graph 4: Level of Satisfaction of respondents using online gifting



Source: Survey data

Graph 5: Motivating factors for choosing online gifting



Source: Survey Data

Sr. No	Factors	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
1	Gifting present online saves my time	59	39	2	0	0
2	I can use online gifting at any time and its good for me	55	43	2	0	0
3	Online Gifting helps me to maintain my relations when I personally cannot be there at that time.	38	20	40	1	1
4	Online Gifting is Risky when It comes to Paying Online	1	3	28	39	29
5	Delivery of Present takes more time in online gifting	2	4	29	37	28
6	Wide varieties of presents are available in online Gifting	31	42	23	3	1
7	Online display of presents is very accurate and eye catching	55	36	1	8	0
8	Sufficient Information is provided about the present on the Online Gifting website	55	42	3	0	0
9	Online gifting helps me to create surprises for my loved ones	43	47	7	1	2

10	Insecurity for giving credit card Details	40	35	14	7	4
11	Online gifting helps to create a happy moment when it is delivered to my loved ones	65	32	3	0	0
12	My presence there at that time creates more happiness than a online purchased gift from my side	18	15	23	28	16
13	Online gifts on special occasions does not create memorable memories	40	42	9	5	4

Source: Survey Data

HYPOTHESIS TESTING (CHI-SQUARE& CO-RELATION)

H01: There is a significant relationship between the values of variable 1 and variable 2

H1: There is significant relationship between the values of variable 1 and variable 2, it is only by chance

Table 3 (a) Chi Square Test						
Sr.No	Variable 1	Variable 2	Probability (p)	Condition	Accept/Reject H0 (Null Hypothesis)	Relationship
1	Gender	Preference to online gifting	0.001	$P < 0.5$	Reject	Significant
2	Gender	Level of Satisfaction	0.016	$P < 0.5$	Reject	Significant
3	Gender	Awareness to online gifting	0.001	$P < 0.5$	Reject	Significant
4	Gender	Category of gift selection	0.001	$P < 0.5$	Reject	Significant
5	Gender	Relation to whom they have gifted	0.001	$P < 0.5$	Reject	Significant
6	Gender	Motivating Factors	0.961	$P > 0.5$	Accept	Chance

(Source: SPSS Software Data Analysis)

Now here the SPSS uses the term significance instead of Probability. More specifically the Asymp. Sig (2 sided) column lists the probability of interest. The Probability is 0.000 in this column for the Pearson chi square static.

As per SPSS the probability is 0.000 which actually shows that it is something lower than 0.005 (SPSS rounds off to three decimal places). Thus, while the actual probability may not be exactly zero, it is certainly less than the cut-off value 0.05.

Lets start with Preference to use online gifting with Gender, $p = 0.001$ (at the 0.5 level of significance). As the value of $p < 0.5$ it depicts to reject the null hypothesis and say that the relationship between these two variables is significant. It reflects that more number of males prefer online gifting than females.

Same is the true with the Level of satisfaction with Gender, $p = 0.016$. As the value of $p < 0.5$ which once again rejects the null hypothesis saying that relationship is by chance. Out of 100 males who use online gifting 44 are highly satisfied while there are only 26 females who fall under this category. It shows that more number of males is highly satisfied than females who prefer to use online gifting. Hence here also the relationship is significant.

Now moving ahead checking awareness regarding online gifting and gender it is found that $p = 0.001$, which claims that the relationship is significant and not by chance rejecting the null hypothesis. Out of 125 males 115 are well aware of the online gifting option where in females it is only 95 for 125 females. Hence here it clearly depicts that the relationship is significant and not by chance.

Carrying forward the analysis of category of gifts selected by males and female, $p = 0.001$. It also has the significant relationship. Most of males prefer to gift travel packages while gifting through online and females prefer Cakes and Bouquets for gifting using online mode. Out of 100 male respondents 42 males prefer for travel packages as a gift and 30 women out of 100 prefer to gift cakes and Bouquets. Hence here also the relationship is not by chance but it is significant.

Next is Relation with the person who is gifted using online gifting and with that of Gender, $p = 0.001$. It also has a significant relationship rejecting the null hypothesis saying relationship is by chance. 28% of males have used online gifting to gift their parents while 25% of females have used online gifting to gift their husband. Second highest falls under Brother-Sister relationship 18% sisters have shown that they used online gifting for their brothers and 16% sisters claimed that they used online gifting for their sisters. Hence this shows that the relationship is not by chance but it is significant.

Exactly what motivates them to use online gifting, let us take a look at $p = 0.961$, which clearly retains the null hypothesis that the relationship is by chance rejecting the alternate hypothesis. The data is spread over all the factors affecting the online gifting. So there is no specific factor by which the people are motivated and if there is any such single factor than that is only by chance and not significant.

Table 3(b) Chi-Square test

Sr.No	Variable 1	Variable 2	Probability (p)	Condition	Accept/Reject H0 (Null Hypothesis)	Relationship
1	Age group	Preference to use online gifting	0.991	$P > 0.5$	Accept	By Chance
2	Age Group	Level of Satisfaction	0.001	$P < 0.5$	Reject	Significant

(Source: SPSS Software Data Analysis)

Now Let us compare Age group with preference to use gifting online. Here $p = 0.991$ which clearly shows that if there is any relationship between the two its only by chance and not significant. Here we

retain the null hypothesis. The data is spread evenly among all the age group. There is no specific age group of people who prefer use online gifting almost all age of people use online gifting.

Moving ahead with level of satisfaction and age group here $p = 0.001$, which again shows that there is a significant relationship between the two variables. Here we reject the null hypothesis that the relationship is by chance. Out of 200 respondents who prefer to use online gifting 35 are from the age group of 15 -18 and 30 are from the age group of 18 – 25. Hence the younger the age the more the person is satisfied by the use of online gifting. There is a reason behind it that they are very techno friendly and they have an urge to try new things and if it can be done using the technology than they are more satisfied as it has less efforts.

Table 3(c): Chi Square Test						
Sr.No	Variable 1	Variable 2	Probability (p)	Condition	Accept/Reject (Null Hypothesis)	Relationship
1	Frequency to use online gifting in last 1 year	Satisfaction level from using online gifting	0.001	$P < 0.5$	Reject	Significant
2	Relation to whom they have gifted	Category of Gift selection	0.003	$P < 0.5$	Reject	Significant
3	Level of Satisfaction	Motivating Factors	0.780	$P > 0.5$	Accept	Chance

(Source: SPSS Software Data Analysis)

Let us compare the Frequency to use online gifting in last 1 year to that of level of satisfaction from using online gifting. Here $p = 0.001$ which rejects the null hypothesis that the relationship is by chance, but its significant. The respondent using online gifting more than or equal to 4 times a year are highly satisfied compared to that of using once, twice or thrice a year. Hence the relationship is significant and not by chance.

Now moving ahead with relation to whom the gift is given to that category of gift selection, here $p = 0.003$. It rejects the null hypothesis that the relationship is by chance and it has been mostly seen that parents have been gifted the Travel packages using online gifting by the respondents. Hence the relationship is not by chance but its significant.

Let us talk about level of satisfaction and Motivating factors $p = 0.780$, retaining the null hypothesis saying that relationship is by chance and not significant. Levels of satisfaction and motivating factors have no connecting link between them but if at all it is found it is a matter of chance. It is not a single factor that motivates the satisfaction level of the respondent, but there is more than one or says all factors that motivates his level of satisfaction. So here we accept or retain a null hypothesis.

Table 4: Co-relation (Defining relationship between V1 and V2)						
Sr.No	Variable 1	Variable 2	Co-relation (r)	Probability (p)	Fulfilling condition	Relationship
1	Age group	Preference to use online gifting	0.024	0.734	$r < 0.20$	Positive but weak
2	Age Group	Level of Satisfaction	0.624	0.001	$r > 0.50$	Positive and Strong
3	Educational Qualification	Preference to use online gifting	0.088	0.206	$r < 0.20$	Positive but weak
4	Frequency to use online gifting in last 1 year	Level of satisfaction	0.545	0.001	$r > 0.50$	Positive and Strong
5	Gender	Level of Satisfaction	0.083	0.245	$r < 0.20$	Positive but weak
6	Gender	Awareness to online gifting	0.163	0.010	$r < 0.20$	Positive but weak
7	Gender	Category of gift selection	0.019	0.787	$r < 0.20$	Positive but weak
8	Gender	Relation to whom they have gifted	0.136	0.055	$r < 0.20$	Positive but weak
9	Gender	Motivating Factors	0.034	0.630	$r < 0.20$	Positive but weak
10	Level of Satisfaction	Motivating Factors	0.124	0.080	$r < 0.20$	Positive but weak
11	Relation to whom they have gifted	Category of Gift selection	0.0291	0.001	$r < 0.20$	Positive but weak

(Source: SPSS Software Data Analysis)

Now Let us begin the co-relation analysis, as from the above mentioned table the calculated values of co-relation largely are less than 0.20 which clearly shows a weak but a positive relationship between the two variables. But when I talk about the relationship between Age group with level of satisfaction and frequency to use online gifting with level of satisfaction it is strong and positive.

H02: The values of variable 1 and variable 2 are unrelated to each other.

H2: The values of variable 1 and variable 2 have a statistically significant relationship.

Table 5: Co-relation Test						
Sr.No	Variable1	Variable2	Probability(p)	Fulfilling condition	Accept/Reject H0 (Null Hypothesis)	Relationship
1	Age group	Preference to use online gifting	0.734	$p > 0.5$	Accept	Variables are unrelated
2	Age Group	Level of Satisfaction	0.001	$p < 0.5$	Reject	Pair of variables are statistically significant relation
3	Educational Qualification	Preference to use online gifting	0.206	$p < 0.5$	Reject	Pair of variables are statistically significant relation
4	Frequency to use online gifting in last 1 year	Level of satisfaction	0.001	$p < 0.5$	Reject	Pair of variables are statistically significant relation
5	Gender	Level of Satisfaction	0.245	$p < 0.5$	Reject	Pair of variables are statistically significant relation
6	Gender	Awareness to online gifting	0.010	$p < 0.5$	Reject	Pair of variables are statistically significant relation
7	Gender	Category of gift selection	0.787	$p < 0.5$	Reject	Pair of variables are statistically significant relation
8	Gender	Relation to whom they have gifted	0.055	$p < 0.5$	Reject	Pair of variables are statistically significant relation
9	Gender	Motivating Factors	0.630	$p > 0.5$	Accept	Variables are unrelated
10	Level of Satisfaction	Motivating Factors	0.787	$p > 0.5$	Accept	Variables are unrelated
11	Relation to whom they have gifted	Category of Gift selection	0.001	$p < 0.5$	Reject	Pair of variables are statistically significant relation

(Source: SPSS Software Data Analysis)

COMPARING CHI-SQUARE AND CO-RELATION RESULTS

Now Let us compare the results of Chi Square and Co-relation. There are three cases common in them which retain the null hypothesis:

Case 1: Relationship of Age group with Preference to use online gifting.

As calculated by the chi-square, the $p > 0.5$ which calls for the acceptance of the null hypothesis that the relationship between the two variable is by chance and not significant.

Further to make sure that what chi Square depicts is correct or not, we further tested both of them through the co-relation tool. Here also the $p > 0.5$ which says to accept the null hypotheses that both the variables have no relationship with each other i.e. both are unrelated to each other.

Hence we conclude that the age of a person has no relation of his/her preferring to choose online gifting.

Case 2: Relationship of level of satisfaction with Motivating factors.

As calculated by the chi square, the $p > 0.5$ which says to retain the null hypothesis that the relationship between the two variables is by chance and not significant.

Than we moved forward to test it on the scale of co-relation and we found that $p > 0.5$, which retains the null hypothesis that both the variables are unrelated to each other and have no relationship among them.

Hence we conclude that a level of satisfaction is not due to a single factor of motivation but because of more than one factor of motivation. Hence the satisfaction level and Motivating factors are unrelated to each other.

Case 3: Relationship of Gender with Motivating factors.

As calculated by the chi square, the $p > 0.5$ which says to retain the null hypothesis that the relationship between the two variables is by chance and not significant.

Than we moved forward to test it on the scale of co-relation and we found that $p > 0.5$, which retains the null hypothesis that both the variables are unrelated to each other and have no relationship among them.

Hence we conclude that a gender of a respondent has no relation with motivating factors to go for online gifting. It is not the case that males are motivated by the factor of saving time or ease to use or females are motivated by the unique packaging or saves time. They both are not related to each other.

FINDINGS

- 19% of total respondents use online gifting for gifting to their parents and 18% to their life partner.
- 16% of total respondents' uses make my trip for online gifting.
- 42% of males and 22% Females prefer to gift travel packages to their parents using online gifting.
- 81% of the age limit of 18 -20 are highly satisfied with the online gifting.
- 96% of males and 76% of females out of total respondents are aware about the online gifting

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ROLE OF TRUSTMARK IN E-COMMERCE

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Abstract

E-commerce trust marks are used as a way for online shoppers or users to be protected by online service providers who ensure that websites are securely processing information that could be used to share their persona, financial transactions or cause any harm through hacking, sharing of data, viruses or other intervention related to data exchange such as denial of service etc. The trust mark shows that the website being visited offers consumer protection of data and privacy of interaction so that their online shopping may be made safely and their personal information only ever shared with authorized recipients. Trust marks confirm that a business has been accredited by another organization who may or may not be of importance. Accreditations from well-known organizations such as the Better Business Bureau (BBB), TRUSTe, Verisign, McAfee Secure and Comodo Hacker Proof are usually of more value from a customer confidence viewpoint. This Research Paper studies the Behavioural aspects of online users to assess impact of Trust Marks on Online service providers. Secondary data has been used for analysing the role of Trust Marks in E-Commerce. Findings of this Paper is that Tools like Secure Sockets Layer (SSL), BBOnline, Security Certificate, Service Level Agreement (SLA) increases trust level of Online Shoppers and in turn enhances business opportunities for Service Providers on Virtual Platform. This in turn reduces Grievances among consumers and reduction in Cyber Crimes. Suggestions include use of recognizable trust badges, include different kinds of trust badges to influence trust on multiple levels, look out for niche trust badges that are relevant to business, place payment related trust badges closer to critical page components like credit card information fields, if there is a small brand, trust badges are likely to yield major dividends, focus should be on quality and quantity of reviews, feature both negative and positive reviews; consumers find it authentic and therefore more trustworthy, generate reviews from actual users of the product rather than from associations or professional reviewers.

Key Words: E-Commerce, Trust Marks, Trust, Trust Badges, Security, Cyber Laws.

1. INTRODUCTION

E-commerce trustmark is an electronic commerce badge, image or logo displayed on a website to indicate that the online business sites are trustful by the issuing organization. A trustmark gives confidence to end users and indicates to them that it is safe to do business with the web site displaying it. For doing business with someone trust is the most important element that has to be considered. Although online shopping is rapidly picking up speed all around the world, many people are not so comfortable with online purchases. And even the existing online buyers hesitate to purchase from new online websites. The thing that is crucial for any website is to assure the visitors that it is safe, secure and reliable. Trustmark logos are one such trust symbol that certify the security and reliability of a website. Trust marks or trust logos are images of third-parties which test the website for various security and privacy requirements, fair dealings in business transactions, good business practices and

a carbon neutral certification badge. Credibility of business is symbolised by certification badge of a third party. Although a person has so many options to choose from, it is really important to judge which trust mark should be put on the website. Business Owners must spend money on those Trust marks which gets recognition from customer. Also, along with user recognisability, one should check for the type of certifications that comes with the logo. For instance McAfee Secure is against hacking and vulnerabilities, PayPal Verified signifies protection against fraud and the VeriSign Trust Seal, which is now the Symantec is for Security and Encryption, which provides Secure Sockets Level (SSL) certificates to websites. SSL is used for exchange of credit card, tax, banking, or personal information to a business server somewhere. Examples of trust mark service providers are;

1. The Better Business Bureau (BBB): The BBB maintains the BBBOnline that confirms the business has been accredited by the BBB.
2. TRUSTe: This is a website privacy service provider for hosting online privacy policy.
3. VeriSign: In this websites are secured by VeriSign SSL certificates which indicate the website is using the latest traffic encryption protocols.
4. McAfee Secure: This advises visitors that a site uses McAfee security scanning services on its ecommerce pages to protect from hackers and their vulnerabilities.
5. ComodoHackerProof: This is a trust mark for 24 X 7 scanning service that checks for security issues and reminds visitors of their security at the site bearing the logo.
6. CompTIA: This is a trust mark being given to IT Companies which provide services to their clients as per standard operating procedures, best practices and the right systems and tools.
7. Trust Mark Model: Gems and Jewellery Federation (GJF) came out with Trust Mark Model (TMM) for Gems and Jewellery members to grow their business and achieve Efficiency. TMM works on unique Business Excellence Model initiative developed by ISOQAR for GJF.
8. GeoTrust, DigiCert, Norton, TrustMile and MerchantCircle.

2. E-COMMERCE IN INDIA

India's e-commerce market share was worth about \$13.6 billion in 2014, it went up to \$23.0 billion in 2015 which is expected to touch \$ 119.0 billion in 2020. In 2015, the e-retail segment was worth US\$6.0 billion. About 70% of India's e-commerce market is related to tours and travel transactions. According to Google India, there were 35 million online shoppers in India in First Quarter of 2014 and is expected to cross 100 million mark by end of year 2016. CAGR is around 8–10%. Electronics and Readymade Garments are the biggest categories in terms of sales.

By 2020, India is expected to generate \$119.0 billion online retail revenue out of which \$35 billion will be through fashion e-commerce. Online electronics and apparel sales are set to grow five times in coming years.

Key drivers in Indian e-commerce are:

- Increasing rate of Internet Users and a recent introduction of 4G across the country.
- High growth in smartphone users India is world's second largest smartphone user base.
- Rising standards of living due to increase in per capita income of population.
- Availability of much wider product range compared to what is available at brick and mortar retailers.
- Competitive prices in comparison to retailers due to reduced inventory and real estate costs.
- Sale and Purchase of Second hand goods on online classified sites.

- Evolution of Million-Dollar start-ups like Jabong.com, Saavn, Make my Trip, Bookmyshow, Zomato Etc.

India's retail market was at \$600 billion in 2015 and is expected to grow to \$1300Bn by 2020, estimated CAGR of 10%. According to Forrester, the e-commerce market in India is set to grow the fastest in the Asia-Pacific Region at a CAGR of over 57% between 2012–16.

In India, popular Trust Mark certificate companies include Symantec, Comodo, McAfee, RapidSSL among others. These badges/certificates can be purchased from various certificate companies, like Trustico from domain vendors like GoDaddy and BigRock. It is essential to have online store verified by at least one of the above mentioned third-parties, as it will enhance trust and credibility in front of the visitors. In a retail store, a customer is more trusting as he/she can have a face to face interaction with the seller. Online retailers have their hands tied in this regard. In order to increase customers' confidence level regarding security of the website and their money isn't getting involved in a retail fraud, website owners need to have a standardized assurance. Consumers have growing concerns about fraud and identity theft when doing business or shopping online. Online retailers secure online transactions with data security. However, consumers need assurance regarding their personal information being secure and will not be breached by hacker attempts. This has created a demand for e-commerce trust marks to reduce consumer privacy and address security fears.

3. ROLE OF TRUST MARK IN E-COMMERCE

When clicking an e-commerce trustmark, a browser will usually display the company's website information as well as the validity period of the certificate. The trust mark certificate is used to secure communication from user computers to the company's website. Having a valid certificate ensures that all information and communications are secure and protected. Trustmarks can easily be faked and there is software that will create dummy graphics to produce one. The only way to tell is to visit the issuing website to ascertain how genuine the issuer of the trustmark is. The widely known ones are easy to check out online with a link from the logo. If there is no hyperlink, there is little reason to afford any trust.

Comodo had conducted a survey in 2005 where 78 percent of the online shoppers said that a seal indicates that their information is safe and secure. Till today this holds true, besides a secure https connection, a sceptical customer is more likely to make a purchase if the webstore has a security badge. These badges and certificates cost money, annual fees costing a minimum of around INR 16K and going up to almost a lakh. It is possible for many e-tailers to wonder if they actually need to have a paid certification to attract more customers. The answer is yes they do. In a case study couple of years back, it was found that trust badges on websites lead to 32% increase in online business. No online service provider would want to let go of that much of a consumer base. However, a well visible certificate of trust mark need not be the sole criteria for the success of an online store. We took a look at the three well-known names in the Indian e-Commerce industry – Myntra, Jabong and Flipkart. The first two offer 256-bit SSL security only, whereas Flipkart has its own security seal with a green padlock in the address bar. A retailer, particularly a new one, cannot take the risk with its credibility among its customers. Bob Angus, Partner Marketing Manager at PayPal, wrote in a blog, e-Commerce merchants need to establish trust and secure their customers confidential data with the best. The good news is that SSL investment usually pays off with a bump in sales and loyal customers.

4. TYPES OF TRUST MARK

● Secure Sockets Layer (SSL)

Secure Sockets Layer (SSL) is a standard protocol used for the secure encryption or transmission of documents over a network. It is developed by Netscape. SSL technology creates a secure link between a Web server and browser to ensure private and integral data transmission. SSL uses Transport Control Protocol (TCP) for encryption or communication. The word socket means the mechanism of transferring data between a client and server over a network. For secure Internet transactions, a Web server needs an SSL certificate to establish a secure connection. SSL encrypts network connection above the transport layer, which is a network connection above the program layer. SSL uses an asymmetric cryptographic mechanism, in which a Web browser creates a public key and a private (secret) key. The public key is placed in a data file known as a certificate signing request. The private key is issued to the recipient only. The objectives of SSL are:

- Data integrity: Data is protected from tampered with or altered with.
- Data privacy: Data privacy is ensured through a series of protocols, including the SSL Record Protocol, SSL Handshake Protocol, SSL Change Cipher Spec Protocol and SSL Alert Protocol.
- Client-server authentication: The SSL protocol uses standard cryptographic techniques to authenticate the client and server. SSL is the predecessor of Transport Layer Security (TLS), which is a cryptographic protocol for secure Internet data transmission.

● Bbb online

BBB online is a component of the Better Business Bureau that brings that organization's power online. Through the BBB online program, users can evaluate businesses to see whether they stand up to the test of Web legitimacy. This service is in addition to work that its offices do with brick-and-mortar stores and enterprises. There are two parts to the BBB online evaluation and standards certification program: a BBB online reliability seal and a BBB online privacy seal. The BBB online reliability seal shows that a website meets legitimate standards. This clarifies as to whether the business has provided accurate and trustworthy information, terms of sale are properly disclosed and security checks are in place on the business's website. The BBB online seal reveals that shows privacy standards have been applied to website operations. Websites have to apply through filling web form, although some accredited businesses may be able to skip this process.

● Security Certificate

Security certificates are data files used as an Internet security technique through which the identity, authenticity, safety and reliability of a website or Web application is established. A security certificate is useful in providing the level of security of a website to general visitors, Internet service providers (ISPs) and Web servers. A security certificate is a digital certificate and works as a Secure Socket Layer (SSL) certificate. A security certificate is allotted to a website by a third-party certification authority (CA). Typically, the CA examines the specific security requirement of the website requesting the security certificate. Certificate is given on testing the authenticity, legitimacy and security of the website. This security certificate is embedded in the website and is provided to servers, browsers, firewall and security applications, and ISPs when the website is requested. Updation of certificate is done on an annual basis or in a predefined time period. On expiry of time period of certificate, a user will see a notification in browser of website stating that the security certificate is expired and the user may deal with the website at his own risk.

● Service Level Agreement (SLA)