

THE IMPACT OF EDUCATION IN THE BEHAVIOUR OF CONSUMERS WITH REFERENCE TO ONLINE PURCHASE

Dr. M. Kamaraj* **Poulomi Deb****

**Assistant Professor, Department of Business Administration, Annamalai University.*

***PhD Scholar, Department of Business Administration, Annamalai University.*

Abstract

Online marketing and purchasing is the global criteria and mandatory and inalienable in the 21st century world arena. Paperless purchasing serve as boosting factor for consumers who strive less for consuming goods. Usages of automobiles, physical and as well as neutral conditions are comparatively less in online marketing petty products are risk-low in nature, but purchasing luxury products are high risky and there are more number of websites available in the markets which compete with one another for getting their products sold.

Table 1: Education-wise Respondents Opinion

Variables	Literates		Illiterates		Total
	L	H	L	H	
Time duration	10	65	35	40	150
	13.3%	86.6%	46.6%	53.3%	
Quality Demo	10	65	40	35	150
	13.3%	86.6%	53.3%	46.6%	
Quantity	15	60	15	60	150
	20%	80%	20%	80%	
Cash on Delivery	60	14	15	60	150
	80%	20%	20%	80%	
Cross verification	15	60	50	25	150
	20%	80%	66.6%	33.3%	
Comparison	15	60	50	25	150
	20%	80%	66.6%	33.3%	
Total	75%		75%		150

Consumer face a lot of challenges in buying the products through online in terms of quality, quantity, cash on delivery and time duration of getting the products. Clarification related with the products and comparisons were all the factors which have to be supervised and concerned in order to kept customer’s confidence at high level.

Umpteen numbers of companies and multinational corporations, took strenuous endeavor in order to capture the minds of consumers by this well charted out marketing strategies and to a large extent, they are getting it achieved.

For locating consumer’s behavior under the impact of education, some 150 respondents were chosen through random sampling and responses were drawn by administering questionnaire. Kolkata metropolitan city was chosen since it consists of both educated and uneducated consumers.

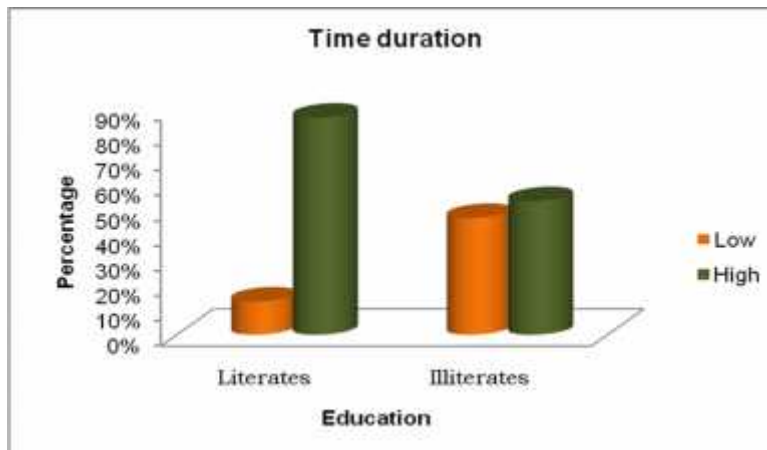


Fig. 1 Time duration

75 literates and another 75 illiterates were chosen combinedly forming 150 respondents.

For the question of quality demonstration and its significance, under the literates' category, 13.3% opined for low level of importance given for quality demonstration and a majority of 86.6% of them opted for high level.

In illiterates' category, it is 53.3% who opined at low level and 46.6% of them opined at high level for quality demonstration during online purchasing.

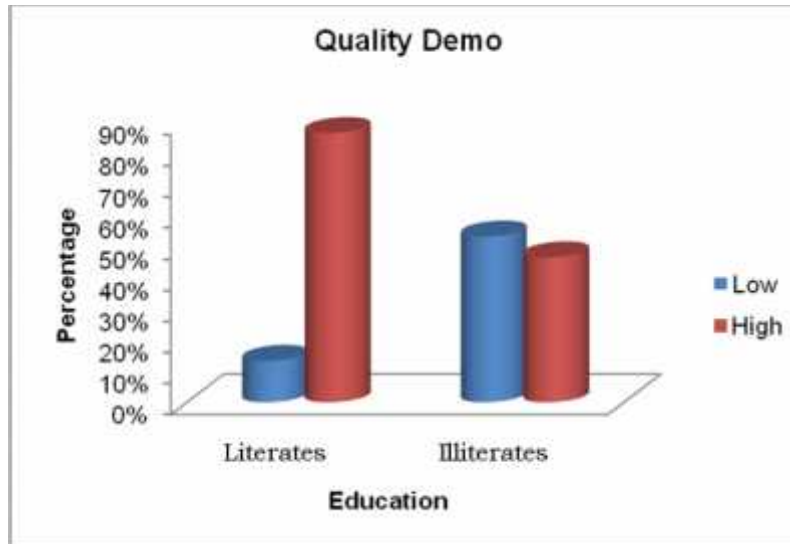


Fig. 2 Quality Demo

For the query of quantity of the product and its worth in the online demonstration, 20% of the literates opine at low, whereas 80% of them opined at high level.

Among illiterate category, the same percentage of the respondents opined at same level. There is no significant difference between the two types of respondents for this query.

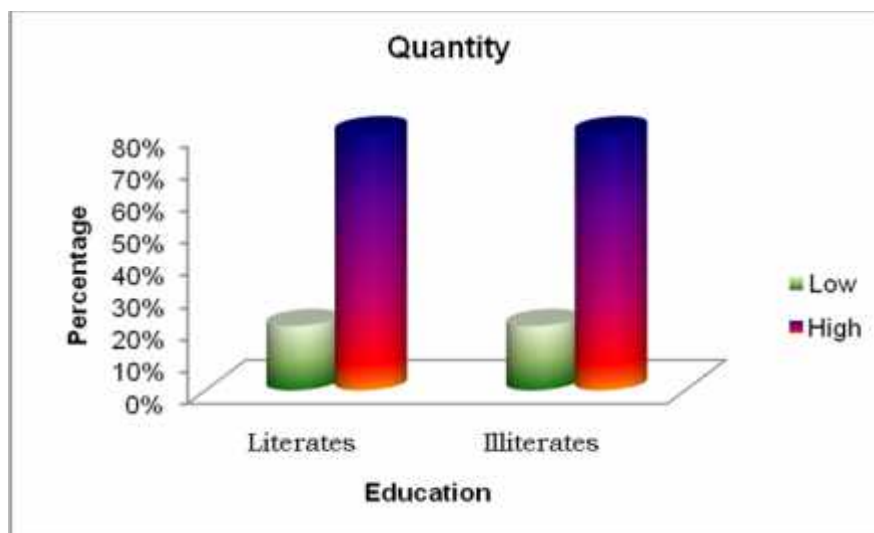


Fig. 3 Quantity

With regard to the question of cash on delivery or online payment for the purchase of products, 80% of the literates opted for online and 20% of them opted for cash on delivery. 20% of the illiterate category, opted at low level of importance for cash on delivery and 80% of them opined at high level i.e., cash on delivery only.



Fig. 4 Cash on Delivery

During online purchasing of luxury goods, whether the respondent gives priority for time duration for getting the products, 13.3% of the respondents gave less importance, while 86.6% of them opted at high level. Among illiterates, 46.6% of them opined at low level and 53.3% of them at high level.



Fig. 5 Cross verification

With regard to the question of cross verification of products with other marketing websites, 20% of the literate respondents opined at low level or gives less importance whereas 80% of them give priority for cross verification with the concern.

Among illiterate respondents, 66.6% of them opted at low level and only 33.3% gives priority for verification of products with other websites also.

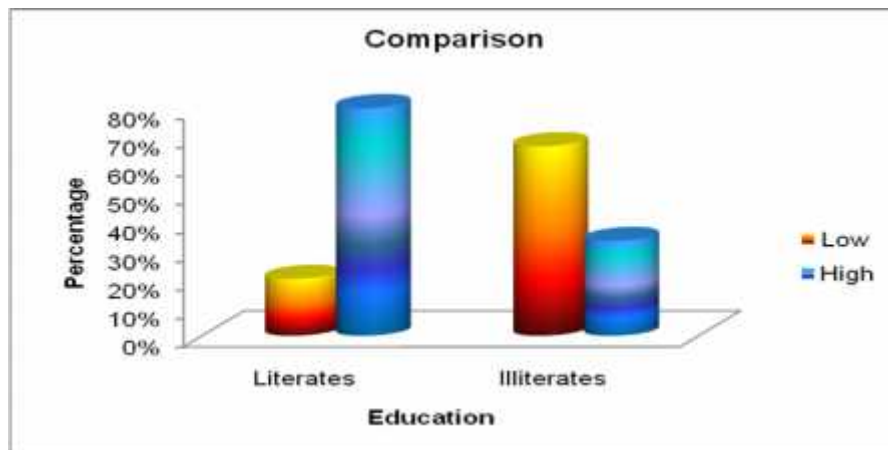


Fig. 6 Comparison



With regard to the quality of products with other companies, 20% of the literate respondents opined at low level and 80% of them opined at high level i.e., they used to compare with others also.

Among illiterate respondents, 66.6% of them opined at low level and only 33.3% of them opined at high level for the comparison of products with other websites.

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