"Revolutionizing Commerce: The era of Digitalization in Udupi District"

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I.   Introduction:

E-commerce means electronic commerce. E-commerce is the activity of buying and selling of product on online services or over the internet. The introduction of Electronic Data Interchange (EDI) and Electronic Fund Transfer (EFT) in the late 1970s is termed as beginning of e-commerce, which enabled businesses to send commercial documents electronically. Future, the growth of and acceptance of Debit and Credit cards, ATMs and telephone banking in 1980s, ignited the growth of e-commerce, enabling consumers to buy, sell, and pay for goods online without physical contact.

COVID-19 pandemic has increased the importance of e-commerce or contactless commerce to avoid the spread of COVID-19. This induced the people to transact through online and get addicted to e-commerce, further, to develop a user-friendly software or website to attract new customers and to retain the existing customers.

II.   Review of Literature:

1.   Dr. (Smt) Rajeshwari.M. Shettar (September-2016) the article entitled "Emerging Trends of E-Commerce in India Emperical Study". In this article an attempt is made to study about the challenges or risk faced by whole sale and retailer under E-commerce, advantages for producers and people from E-commerce & analysing the present trends of E-commerce in India.

2.   Neha Wadhawan, R.K. Arya (May-2020) the article entitled "Understanding E-Commerce: A Study with Competitive Economy". This study was an attempt compare the present buying method with online buying method. The main objective of this paper was to learn the trend in E-commerce, main product dealt, length of supply chain & the pattern of investment in E-commerce. As per this study some of main factors deriving growth in E-commerce are: - cashless digital transaction, increase in B2B E-commerce, consumer demand in non-metro cities, rise in mobile E-commerce etc.

3.   Nisha Chanana, Sangeeta Goele (2012) the article entitled "Future Of E-Commerce In India". This paper gives an overview of future of E-commerce in India & discusses the future growth segments in India's E-commerce and also the essentials of future growth of India's E-commerce. As per this study with growing E-commerce industry in our country, major international player are entering the market & creating more & more new job opportunities. E-commerce worth is growing at annual growth rate of 35%.

4.   Prof. Swathi Gangawane (January 2017) the article entitled "Study Of E-Commerce In India". As per this study E-commerce is not about mere buying and selling online it also includes entire online process of developing, marketing, delivering of product and service. E- commerce is an extensive opportunity in developing countries like India. Future of E-commerce is difficult to predict. In next 5years approximately India will surpass the internet users of developed countries.

Objectives:

1.   To assess the awareness level of e-commerce in Udupi district.
2.   To know major domain in which the users prefer e-commerce model.
3.   To assess the operational modalities of e-commerce website apps in term of userfriendly approach.
4.   Major challenges you have been facing in the e-commerce website/apps.

III. Research Methodology:

Primary Data:

Primary data is data observed or collected directly from first-hand experience. It will be collected from questionnaires and the data is collected through digital form of the people of Udupi and Mangalore region. Data also collected from consulting well known people in this fields. Information on geographic, and psychological perspectives of the study area has been collected for preparing this questionnaire.

Secondary Data:

Secondary data is data collected by someone other than the user. The clear benefit of using this data is that much of the background work needed has already been carried out. It will be obtained from books, internet, newspapers, literature reviews and journals.

IV. Data Analysis And Interpretations:
Table 1: The table showing the Educational Qualification of the respondents.

Educational Qualification	Number of Respondents	Percentage of Respondents
Primary	1	1%
Secondary	22	12%
Certificates / Diplomas /Professional Qualification	14	8%
Bachelor's / Master's /Doctorate Degree	148	80%
Total	185	100%

From the above table, its clear that the majority of the respondents are educated and out of educated respondents 80% of the respondents have completed their Degree courses.

Table 2: The table showing the age of the respondents

Age	Number of Respondents	Percentage of Respondents
15-25	151	82%
25-35	20	11%
35-45	5	3%
45-55	7	4%
55 & above	2	1%
Total	185	100%

From the above figures its clear that the majority of the respondents are from 15-25 age category that is about 82%. In overall 93% of the respondents are coming below 35 years of age.

Table 3: Table showing the awareness of E-Commerce Sites

Awarness of E-commerce Sites	Number of Respondents	Percentage of Respondents
Yes	161	87%
No	24	13%

Total	185	100%

From the above figures its clear that out of the total respondents 161 respondents are aware of E-Commerce Sites or apps. Thus, which is about 87% of the response.

Table 4: Table showing the Usage per month of E-commerce sites.

Usage per month (in times)	Number of Respondents	Percentage of Respondents
1 - 5	104	65%
5 - 10	32	20%
10 - 15	9	6%
More than 15	16	10%
Total	161	100%

From the above figures, the usage of E-Commerce sites per month is 1-5 times is about 65% that is 65% of the total. Thus, every month the users of E-Commerce visit the sites more than 1 time.

Table 5: Table showing the Year of Usage of E-Commerce

Years of usage	Number of Respondents	Percentage of Respondents
Less than 1 Year	19	12%
1 - 5 years	114	71%
5 - 10 years	22	14%
Do not know	6	4%
Total	161	100%

From the above figures, it is clear that majority of the users are using the E-Commerce sites from more than 1 year. Thus in our study the majority of respondents are using the ECommerce sites or apps under the category 1 – 5 years that is about 71%.

Table 6: Table showing the Purpose of Usage of Respondents.

Purpose of Usage	Number of Respondents	Percentage of Respondents
Personal Use	158	98%
Office use	4	2%
Total	162	100%

From the above table, its is clear that 98% of the respondents use the E-Commerce sites or Apps for personal use. Thus, from the above table we can say that majority of the respondents use E-Commerce sites for Personal Purpose.

Table 7: Table showings the Products purchased by respondents

Products Purchased	Number of Respondents	Percentage of Respondents
Apparels	20	13%
Consumer Electronics	40	25%
Jewellery	1	1%
Footwear	18	11%
Food, Health and Beauty Supplements	26	16%
Books	23	15%
Home Decor Items	6	4%
Sports & Fitness Equipment	8	5%
Grocery	13	8%
All of the above	3	2%
Total	158	100%

From the above table, the respondents who use E-Commerce sites or apps for personal use buy products majorly the consumer electronics which is 25% followed by the Food, Health and Beauty Supplements and Books that is 16 and 15 percent.

Table 8: Table showing the Regularity of Purchase of Respondents.

Regularity of Purchase per month (personal use products)	Number of Respondents	Percentage of respondents
1 - 5	77	49%
5 - 10	55	35%
10 - 15	12	8%
15 and above	14	9%
Total	158	100%

From the above table it is clear that the majority of the personnel's who are using E-Commerce sites for personal use regularly use the sites. About 49% use less than 5 times and more than 1 time in a month.

Table 9: Table showing the Satisfaction of Respondents

Satisfaction on Personal Purchase	Number of Respondents	Purchase of respondents
Best	16	10%
Better	112	71%
Very Good	30	19%
Good	0	0%
Poor	0	0%
Total	158	100%

From the above figures it is clear that majority of the users have a good impression on the ECommerce Sites/Apps. In our study about 71% of the respondents are satisfied with the usage of E-Commerce channels.

Table 10: Table showing the Image similarity.

Personal Product Image Similarity	Number of Respondents	Percentage of Respondents
Yes	118	75%
No	40	25%
Total	158	100%

From the above figures, it is clear that the similarity of the product in the digital and physical mode in same and in our study 75% of the respondents have supported the similarity of the product.

Table 11: Table showing the product originality.

Personal use products Originality	Number of Respondents	Percentage of Respondents
Satisfied	55	35%
Partially Satisfied	91	58%
Unsatisfied	12	8%
Total	158	100%

From the above table, it is clear that the persons who are using products for personal use are partially satisfied with the originality of the product that is 58% of the response.

Table 12: Table showing the regularity of website updates.

Regularity of Website Update	Number of Respondents	Percentage of Respondents
Twice in a week	15	9%
Once in a month	92	57%
Once in a year	24	15%
Nothing	31	19%
Total	162	100%

From the above table, it is clear that the website has a regular update once in a month which is 57% of the total response. Thus, we can clearly state that the website does not give weekly update and annoy the customers.

Table 13: Table showing the regional languages

Support for Regional languages	Number of Respondents	Percentage of Respondents
Yes	108	67%
No	54	33%
Total	162	100%

From the above table it is clear that the majority of the E-Commerce sites/apps support the users to opt for regional languages and in our study 67% of the respondents have accepted it. **Table 14:**

Table showing the timely delivery

Timely Delivery	Number of Respondents	Percentage of Respondents
Yes	150	93%
No	12	7%
Total	162	100%

From the above table, it is clear that the 93% of the respondents accept that the E-Commerce sites deliver the product timely.

Table 15: Table showing the satisfaction of delivery

Satisfaction of Delivery	Number of Respondents	Percentage of respondents
Yes	151	93%
No	11	7%
Total	162	100%

From the above table it is clear that the 93% of the respondents have satisfied with the delivery service provided by the E-commerce site or apps.

V.   Findings, Future area of research and Conclusions.

Findings: -

1.   From the research we could find out that due to Covid effect when the lockdown imposed many of the customers used E-Commerce apps or sites for the purchase of products.

2.   From the above table it is clear that the majority of the respondents that is about 93% of the respondents are satisfied with the delivery service.

3.   Majority of our respondents have chosen the e-commerce sites/apps for the purchase of personal need.

4.   E-commerce has provided good service but when it comes to originality majority of the respondents still are not fully satisfied.

5.   It is also found that different strategies used by the E-Commerce sites or apps have made the users to browse the site 1 – 5 times in a month.

6.   From the study we could find out that the E-Commerce sites/Apps are working on consumer-friendly languages and thus working on introduction of regional languages.

7.   Due to originality and non-reachment of service to villages many of the consumers are facing the problems.

Future area of Research

1.   As the data is collected only of Udupi District, they can study other areas also.
2.   Study can be made on only the business aspect of E-Commerce.

Conclusion.

Today E-commerce has become an integral part of everyone life due to fast adoption of internet enable devices like smart phone, tablets etc, we have seen unparalleled growth in the Ecommerce. The growth of E-commerce in India is attracting the attention of players around the globe. From the above research we can say that most of the people buying the products from the E-commerce websites. The future of the E-commerce is difficult to predict we fount various types of opportunities for retailers, wholesalers, producers and also for people. On the behalf of above said reports and experts view showed that the future of e-commerce in India would be bright in the upcoming years if all essential factors would be implemented.

E-commerce creates new opportunities for business it also creates new opportunities for education and academics. It appears that there is a tremendous potential for providing Ebusiness education. From the above research we can say that every day new players or sellers are entering the market and attracting the customers towards themselves by giving them more and more discounts and offer. Even during the covid-19 pandemic e-commerce apps were performing in a good manner and providing the service in the nice manner which has made satisfactory to the customer. Overall from the study we can say that e-commerce has great future in the India.

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