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Dr. K.Subramanian



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CONTENTS

S.No.	Description	Author	Page No.
1	Energy Conservation and Environment Protection Initiatives in Universities	Dr. K. Subramanian M. Anbalagan M. Gurusamy	1
2	Climate Change is a Threat to Water in Agricultural Production: An Overview	S. Ramakrishnan N. Raju	5
3	Effects of Climate Change on Humans	B. Suresh Kannan	11
4	Collision of Social Networking Sites on Humanity	S. Athilinga Senjith Dr. V. Kamarasan	18
5	Industrial Sickness in India	R. Ullamudaiyar	23
6	The Impact of Climate Change on Indian Agriculture Sector	N. Raju A. Ramar	29
7	A Study on Households' Sensitivity of Climate Change and Human Health	Dr. P. Bharathi Dr. T. Vijayakumar	37
8	Linking Climate Change and Water Resources: Impacts	P. Balaji Kumar	48
9	Impact of Climate Change on Human Health in India: An Overview	T. Arimohan	60
10	Global Warming and its Impacts on Climate of India- Some Issues	P. Raja	71
11	Industrial Air Pollution and Urban People Health	Dr.C.A.Paari M.Saravanan	79
12	Role of Forest in the Social –Economic Life of Tribals in India	Dr. S. Vaidehi	84
13	Environmental Pollution: A Global Health Concern	Dr. R Murugalakshmikumari	89
14	Impact of Climate Changes on Human Health in Tamil Nadu State of India	Dr.S.Kayarkanni Mr.M.Senthilkumar	97

15	Climate Change and its Impact on Groundwater Resources	N.Selvaraj K.Pandi	107
16	Climate Change and Child Health in India: Special case 0-6 year old children	S. Sagetha Parvin	115
17	Women Empowerment through Self-Help Groups In Madurai Town	Mrs. V. Jayavalli Dr. G. Kalaivanan	119
18	Impact of Climate change in Agriculture	Dr. A. Kumudha	123
19	Eco Tourism and Bio Diversity -A Case Study of Madurai	Mrs. Dr. M. Aruna Dr.C. Balasubramanian	130
20	Climate Change and Health	Dr. A. Marimuthu	132
21	A Study on Effect of Sales Promotion Towards Sale of Online Shopping Goods in Madurai District	Dr. P.Deivanai Mr. G.Santhakumar	137
22	Study on Health Impact of Stone Crusher Workers in Sivakasi Taluk of Virudhunagar District	V. Marichamy Dr .S. Ganesan	145
23	Impact and Effects of Climate Change in Oceans	C. Vijayalakshmi A. Sree Bhagya Lakshmi	151
24	An Overview on Impact of Climate Change on Human Health in India	Dr. V.L.Lavanya S.Mahima	155
25	Green Environment and Youth: A Study on Role of Youth in National Service Scheme	Dr. K.Jeyakodi G.Alaguganapathi	161
26	Ecologically Sensitive Areas with respect to Western Ghats	Dr. P. Arunachalam	165
27	An Enquiry into Green Marketing Strategies and its Impact on Indian Economy	M. J. Senthil Kumar Dr. N. R. Nagarajan	169

A Study on Effect of Sales Promotion Towards Sale of Online Shopping Goods in Madurai District

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Introduction

Now online shopping is so much popular that E-Commerce B2C product sale in USA will worth around \$300 billion by 2015. Not only in the USA, online shopping is now becoming too popular to all nations and all kinds of people. It is very easy to shop your favorite items from a large number of online shopping sites available on the internet. Internet development is about people, Shared knowledge and collaborative relationships are key drivers of successful internet growth, not technology alone. Online shopping attitude refers to consumers. psychological state in terms of making purchases on the Internet. There have been intensive studies of online shopping attitudes and behavior in recent years. Most of them have attempted to identify factors influencing or contributing to online shopping attitudes and behavior. The knowledge concentrating on building projects focused on sustainable human technical and governance infrastructures. These three fundamental pillars are the key to successful internet development initiatives that benefits local culture. Online shopping behavior (also called online buying behavior and Internet shopping/buying behavior) refers to the process of purchasing products or services via the Internet. The process consists of five steps similar to those associated with traditional shopping behavior. In the typical online shopping process, when potential consumers recognize a need for some merchandise or service, they go to the Internet and search for need-related information. However, rather than searching actively, at times potential consumers are attracted by information about products or services associated with the felt need. They then evaluate alternatives and choose the one that best fits their criteria

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for meeting the felt need. Finally, a transaction is conducted and post-sales services provided. Shopping is most need and one of the essential part of our day to day life. The different types of shops to buy different kind of thing every day. Today the shopping divides our life into two parts i) Physical life, ii) virtual life. The internet society works to foster growth and access to technology by bringing information, training and partnerships to people and communities across the globe. The researchers seem to take different perspectives and focus on different factors in different ways. All types of items like cars, books, apparel, jewelry, baby care, gifts, tools, etc. can be shipped using online shopping system. Not only these, it can be purchased from foreign countries by few clicks on mouse and of course ordered items in our doors. A questionnaire assessing attitudes of customers towards online shopping and buying behavior of customers .

Review of Literature

Na Li et.al;(2003) in their study entitled “consumer online shopping attitudes and behaviour : an assessment of Research. The current status of studies of online shopping attitudes and behavior is investigated through an analysis of 35 empirical articles found in nine primary Information Systems (IS) journals and three major IS conference proceedings. A taxonomy is developed based on our analysis. A conceptual model of online shopping is presented and discussed in light of existing empirical studies. Areas for further research are discussed. ZiaulHaq(2007) in his study entitled “perception towards online shopping: An empirical study of Indian consumers” discovered that overall website quality, commitment factor, customer service and security are the four key factors which influence consumers’ perceptions of online shopping. The study revealed that the perception of online shoppers is independent of their age and gender but not independent of their education & gender and income & gender Finally, the recommendations presented in this research may help foster growth of Indian online retailing in future. Mohammad Faryabi et.al 2011) in their study entitled The Effect of Price Discounts and Store Image on Consumer’s Purchase Intention in Online Shopping Context Case Study: Nokia and HTC. This paper aims to examine the effect of price discounts on store image and eventually consumers’ purchase intention in online shopping context of cell-phones. Required

data was collected through questionnaire. Furthermore, AMOS Graphics software and Structural Equation Modeling (SEM) were used for data analysis and hypotheses testing.

Objectives

Main objective of the study

- To know the Socio Economic profile of the online customers and its impact of the online buying.
- To study the factors influence of online customers towards online shopping
- To find out the supportive factors influence to purchase of products through online shopping.

Collection of Data

The required data for the study was collected from both primary and secondary sources. The primary data were collected through questionnaire and analysis consumer attitude and purchase intention towards online shopping. The researcher has analysis the product purchase, reason for purchasing, amount spent for purchasing of products and their opinion about the product, quality, quantity, price, and their suggestion for improving. The secondary data were collected from Books, Journals, Newspapers, published articles and websites. This mainly depends upon the primary data which have been collected from 150 respondents during the month of January 2012 and February 2012. The consumers are classified on the basis of age, gender, income.

Statistical Tools:

The raw data collected and carefully classified, edited and tabulation for this analysis. The analysis table were prepared analysis and interpretation was made on the basis of percentage. Some of the questions was scored on five point Likerts scale, and calculate the Chi square, Descriptive, Garrett Ranking methods and KS test were used for this research.

Socio Economic Factors of online shopping consumers

Factors	Classification	No. of Respondent	Percentage(%)
Sex	Male	112	74.66
	Female	38	25.34
		150	100
Age	26 – 35 Years	20	13.33
	36 – 45 years	39	26.00
	46- 55	54	36.00
	above 56	37	24.67
		150	100
Educational qualification	Professional/Diplomo	10	6.67
	School Level	34	22.67
	Graduate	59	39.33
	Post graduate	47	31.33
		150	100
Occupation	Un Employed	13	8.7
	Business people	31	20.7
	employed	82	54.7
	Industry	24	16
		150	100
Marital status	Married	123	82.00
	Unmarried	27	18.00
		150	100
Family Income	Low income	4	2.7
	Middle Income	44	29.3
	High Income	102	68
		150	100

Source Interview Schedule

The table No.1 shows that (74.66) percentage of the respondents belongs the male group and remaining (25.34) percentage of the respondent were female. In this study analysis the majority of the online consumers were male. The majority of 36.00 percentages of the respondents belongs to the age group of 35-45years, and the next

majority of 26.00 percentages of the respondents belongs to the age group of 26-35 years. In this study analysis the age group of respondents, the majority of online consumers belongs the age group 36-45 years. The majority of 82.00 percentages of the respondents were married, and the next majority of the respondent 18.00 percentage of the respondents were Unmarried. . In this study analysis the marital status of respondents, the majority of the were married. The majority of 39.33 percentage of the respondents are completed their UG degree and the next majority of 31.33 percentage of the respondents are completed their post graduate, and the next majority of 22.7 percentage of the respondents are completed their Diploma courses. . In this study analysis the Educational qualification of the online shoppers were graduates, The respondents based on their occupation 54.7 percentage of customers were employed, and 20.70 percentage of the customers were business/ industry people, and the 21.70 percent of the respondent belongs the others category, Industry . The annual income shows that the majority of 68.00 percent of the respondents are coming under the High income group of the customers earning capacity above 5 lakhs , and the next majority 29.3 percentage of the respondent family earning capacity coming under above 3 -5 lakhs. . In this study analysis the earning capacity of respondents majority of family income more than 5 lakhs. In this study shows more online customers' status is coming under the high status consumers

Hypotheses

On the basis of review of literature the following hypotheses has been set:-

H1 - The personal factors of the respondents have no significant influence on the service factors of online shopping.

Chi-Square Analysis

Hypothesis: The personal factors of the respondents have no significant influence on the service factors of online shopping.

Table 2
Personal Factors influencing the service factors

Personal Factors	Chi-Square value	Degree of Freedom	P - Value	Significant /Not Significant
Age	21.709	9	.001	Significant
Sex	2.329	3	.676	Not Significant
Educational qualification	21.618	9	.000	Significant
Income	22.425	9	.001	Significant
Marital status	2.633	3	.232	Not Significant
Family Type	4.470	3	.123	Not Significant
Family Size	4.341	6	.345	Not Significant

Source Interview Schedule

Significant (P values ≤ 0.05) ; Not Significant (P values ≥ 0.05)

The above Table 2 explains that the personal factors of the respondents have no significant influence on the service factors. It is found from the above table No. 3 shows that the hypothesis results the hypothesis is accepted in three cases like sex, marital status, family income and in other three cases the hypothesis is rejected. It is concluded that age, educational qualification, of the online customers have significant influence on the service factor.

Table 3
Kruskal Wallis Test of Service factors of online customers

S. No	Service Factors influence on and personal factors	H Value	DF	Significance
1	Service Factors of online marketing and age	5.201	3.0	.067 NA
2	Service Factors of online marketing and Gender	4.301	3.0	0.077 NA
3	Service Factors of online marketing and Educational qualification	4.015	3.0	0.250 NA

4	Service Factors of online marketing and Income	2.754	3.0	0.191	NA
5	Service Factors of online marketing and motivation factors	2.383	3.0	0.497	NA
6	Service Factors of online marketing and type of family	3.973	3.0	.0274	NA
7	Service Factors of online marketing and source of knowledge	4.326	3.0	0.128	NA
8	Service Factors of online marketing and members of family	4.538	3.0	0.209	NA
9	Service Factors of online marketing and Occupation of respondents	.143	3.0	0.205	NA

Source: interview scheduled

The Major hypothesis stated in this research was “ the service factors of online shopping may have significant influence on personal factors’. In order to test this hypothesis Kruskal -wallis test as conducted. The analysis clearly indicates that out of 9 sub variables of dependent variable personal factors, There is no significant relationship between service factors of online shopping and personal factors. Because of the above table clearly indicates that the personal factors vizAge (.067) , Gender (.077) , Educational qualification (0.250)income (0.191) , motivational factors (0.497) types of family (.0274) , source of Knowledge (.0128), members of family (0.209), occupation of the respondent (0.205). The above table exhibits the personal factors of the respondents have no significant influence on the service factors of online shopping.

Findings of the Study

- ❖ The majority of(74.66) percentage of the respondents belongs the male group and remaining (25.34) percentage of the respondent were female. In this study analysis the majority of the online consumers were male.
- ❖ The majority of 36.00 percentages of the respondents belongs to the age group of 35-45years. In this study analysis the age group of respondents, the majority of online consumers belongs the age group 36-45 years.

- ❖ The majority of 82.00 percentages of the respondents were married. In this study analysis the marital status of respondents, the majority of the were married.
- ❖ The majority of 39.33 percentage of the respondents are completed their UG degree. In this study analysis the Educational qualification of the online shoppers were graduates,
- ❖ The respondents based on their occupation 54.7 percentage of customers were employed.
- ❖ The annual income shows that the majority of 68.00 percent of the respondents are coming under the High income group of the customers earning capacity above 5 lakhs.
- ❖ In this study analysis the earning capacity of respondents majority of family income more than 5 lakhs. In this study shows more online customers' status is coming under the high status consumers

Conclusion

In today's scenario, for any Global brand to succeed in Indian markets through on online marketing, the companies need to shift their focus from forming global strategies for the overall market, to the strategies that adapt to the local market conditions in the India. This study investigated the factors determining consumers' intent to re-purchase in the online environment, specifically within the online market. The research reveals that the consumers' experience with an e-brand significantly affects their beliefs about the importance of trust. In conclusion, this research has identified that there are a number of factors determining consumers' intent to repurchase within the online commodity market, specifically these factors are consumers' experience with an e-brand and beliefs concerning the importance of convenience, trust and security when purchasing.