International Journal of Commerce and Management Research
www.managejournal.com
ISSN: 2455-1627
Received: 23-12-2024, Accepted: 22-01-2025, Published: 06-02-2025
Volume 11, Issue 2, 2025, Page No. 4-7

Customers' perception towards recommendation system in online shopping among youngsters (special reference to Salem City)

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Abstract
As online shopping continues to grow in popularity and influence, the importance of exploring customer perceptions towards recommendation systems particularly among younger consumers becomes increasingly urgent. Understanding the factors that shape how these systems are received by users will not only benefit e-commerce businesses but will also inform the future direction of digital commerce as a whole. This paper aims to explore these perceptions in greater detail, focusing specifically on the attitudes and behaviors of young shoppers in relation to recommendation systems in online shopping environments. By doing so, it seeks to contribute valuable insights that can inform both the design of recommendation algorithms and the broader strategies employed by e-commerce platforms to enhance user satisfaction and loyalty. This study is main objectives Identify the influence factors of recommendation system for the people, Bring awareness about recommendation system with various dimensions.

Keywords: Online shopping, customer perception, behaviors, e-commerce

Introduction

In the rapidly evolving landscape of e-commerce, recommendation systems have emerged as indispensable tools, revolutionizing the online shopping experience. These systems, powered by sophisticated algorithms and vast amounts of user data, play a pivotal role in guiding consumers through the seemingly endless array of products available on digital platforms. By offering personalized product suggestions tailored to individual preferences, recommendation systems serve as a bridge between the consumer and the product, enhancing the shopping experience while driving engagement and increasing conversion rates. As the e-commerce industry continues to grow at an exponential rate, understanding the role and impact of recommendation systems becomes increasingly vital. Recommendation systems have become more sophisticated over the years, with the use of machine learning, artificial intelligence, and deep learning techniques allowing for the creation of highly personalized user experiences. These algorithms analyze a wealth of data, including previous purchase history, browsing behavior, and demographic information, to make real-time suggestions that align with consumers' preferences and needs. However, while these systems are integral to enhancing the user experience, they also raise important questions about how users perceive and interact with these technologies. A critical aspect of this relationship lies in how users perceive the accuracy, relevance, and trustworthiness of the recommendations they receive. For many online shoppers, the success or failure of a recommendation system depends on its ability to accurately predict their interests and needs.

The importance of understanding user perception towards recommendation systems in online shopping cannot be overstated. A nuanced understanding of how users perceive and interact with these systems can inform the design and implementation of more effective recommendation algorithms. When users feel that the recommendations they receive are accurate and relevant, their overall satisfaction with the online shopping experience is likely to increase, leading to enhanced customer loyalty. Conversely, when users encounter irrelevant or repetitive suggestions, it can lead to frustration and a negative perception of the system. This, in turn, can reduce trust in the platform and deter users from making future purchases. Furthermore, the transparency of the recommendation process how the system arrives at its suggestions plays an important role in shaping user perceptions. A lack of transparency may lead to concerns about data privacy, manipulation, and the ethical implications of using user data for commercial gain. In the context of younger consumers, particularly millennials and Generation Z, the role of recommendation systems is even more pronounced. These generations are characterized by their deep integration with digital technologies and their heightened expectations for personalized, seamless online experiences. Young shoppers are more likely to engage with platforms that offer tailored recommendations that align with their interests and values. However, their high level of digital literacy also means they are more discerning when it comes to evaluating the effectiveness and fairness of these systems. As a result, their perception of recommendation systems can significantly influence their purchasing decisions, brand loyalty, and overall engagement with e-commerce platforms. Beyond the individual level, the implications of user perception on recommendation systems extend to broader societal and economic dimensions. E-commerce companies that succeed in creating personalized, transparent, and user-friendly recommendation systems can foster deeper connections with their customers, driving higher sales and contributing to the overall growth of the digital economy. Conversely, those that fail to adequately address user concerns may see diminished trust, reduced user engagement, and ultimately lower revenues. The societal impact of these systems is also significant, as recommendation algorithms play a role in shaping consumer behavior, influencing trends, and even impacting cultural norms around shopping and consumption.

Literature of Review

Dannach *et al*. (2022), examined the multifaceted value proposition of recommender systems within e-commerce and online services, highlighting their pivotalrole in enhancing user experiences, optimizing matches between users and content, and bolstering business performance. It underscores the significance of recommender systems in alleviating information overload, thereby facilitating more informed decision-making processes for users. Critically, the article point south the limitations of current research methodologies in fully assessing the effectiveness and value generation of recommender systems, advocating for a paradigm shift towards more comprehensive and practical evaluation approaches. It calls for deeper analysis. Jatin Sharma *et al*, (2021) [10]. explores the pivotal role of recommender systems in facilitating effective communication between companies and users in today' stech - drivenl and scope. It highlights the significance of these systems in predicting and showcasingitems that align with user preferences, thereby aiding companies in making informed decisions about product launches. Recommend systems have demonstrated their efficacy across various domains such as music, books, movies, research articles, and general products. Specifically focusing on fashion and books, the paper reviews different mechanisms and techniques essential for recommendation systems. It emphasizes theimportance of incorporating diversity into recommendation algorithms to prevent user fatigue and enhance accuracy, particularly in domains like fashion and book styling. Ketki Kinkar *et al*., (2021) [11], explores the crucial role of recommendation systems in addressing the overwhelming array of options available to users in today's world. These systems act as filtering mechanisms, utilizing various algorithm store commend the most relevant data to users. They serve as effective customization tools, providing recommendations based on current consumer preferences across diverse domains surcease-commerce, education, movies, music, books, scientific papers, and more. The paper conducts a comprehensive review of different recommendation techniques, highlighting their strengths, weaknesses, and performance measures. It analyzes various articles to identify the techniques employed, the key features of the algorithm utilized, and potential areas for improvement in research. Key terms include recommendation system, collaborative filtering, hybrid systems, content-based recommendation, and machine learning.

The statement of the problem

This research focuses on understanding how customers, particularly youngsters in Salem city, perceive and interact with recommendation systems in online shopping. With the increasing reliance on personalized recommendations in e-commerce, it is essential to investigate factors such as trust, relevance, transparency, and overall user experience. This study aims to explore how these elements influence customer satisfaction, their trust in the recommendations provided, and whether they find the suggestions helpful or intrusive. Additionally, the research seeks to identify potential opportunities to improve the efficiency and effectiveness of recommendation systems, ensuring they meet consumer expectations and enhance their overall shopping experience. Understanding these aspects is crucial for online retailers to foster trust and increase customer engagement, as recommendation systems play a significant role in shaping consumer behavior and driving sales in online shopping platforms.

Objectives of the Study

- Identify the influence factors of recommendation system for the people.
- Bring awareness about recommendation system with various dimensions.

Research Methodology

This study explores the perception towards recommendation system in online shopping. We'll use a structured method and collect data through a questionnaire asking about influence, awareness and perception factors. To ensure fairness, divide the population into groups based on factors like age and income. SPSS used to analyze the data and understand purchasing behavior of the customers. Convenience sampling was used to select the sample.

Primary data

The study primarily used primary data, gathering first and information directly from individuals. The collected information from sample of 70 people to conduct the study.

Secondary data

The collected data for this study from various sources, such as textbooks, websites, journals, newspapers, magazines, and project reports. This comprehensive approach gives us a well- rounded understanding of the perception and influencing factors highlighting key trends and insights.

Result and Discussion

This study focuses on understanding how cultural backgrounds and regional differences influence consumer perceptions of recommendation systems in online shopping, with a specific focus on youngsters in Salem city. It examines key factors such as trust in technology, attitudes towards personalized recommendations, and concerns about privacy. By analyzing these elements, the study aims to uncover the unique preferences and expectations of young consumers in Salem city. Additionally, it explores how these perceptions shape their shopping behavior and satisfaction with recommendation systems, providing valuable insights for online retailers to enhance personalization strategies while addressing cultural and privacy-related concerns effectively.

Percentage Analysis

Table 1.1: Gender

S. No	Gender	Respondent	Percentage (%)
1.	Male	27	38.6
2.	Female	43	61.4
	Total	70	100

Source: Primary Data

Inferences

In the above table 4.1 shows that, 61.4% respondents are Female category and 38.6% respondents are Male category. Therefore, it is concluded that most of therespondents61.4% are Female category.

Table 4.2: Age

S. No.	Age	Respondents	Percentage
1.	18 – 20	11	15.7
2.	21 – 25	49	70
3.	26 – 30	7	10
4.	Above30	3	4.3
	Total	70	100

Source: Primary Data

Inference

In the above table 4.2 shows that, 15.7% respondent's are18 – 20years, 70%

Respondents are 21–25 years, 10% respondents are 26 – 30 years and 4.3% respondents are above 30 years. Therefore, it is concluded that most of the respondents70%are21 – 25 years.

Table 4.3: Educational Qualification

S. No	Education Qualification	Respondents	Percentage
1.	Illiterate	2	2.9
2.	Higher secondary	3	4.3
3.	Undergraduate	19	27.1
4.	Postgraduate	43	61.4
5.	Ph. d	3	4.3
	Total	70	100

Source: Primary Data

Inference

In the above table 4.3 shows that, 61.4% are Post Graduate, 27.1% areUnder Graduate,4.3% are Higher Secondary, 4.3% are Ph.D., 2.9% are Illiterate. Therefore, it is concluded most of the respondents are Postgraduate.

Table 4.4: Occupation

S. No	Occupation	Respondents	Percentage
1.	Student	37	52.9
2.	Employee	22	31.4
3.	Businessperson	6	8.6
4.	Professional	4	5.7
5.	Unemployed	1	1.4
	Total	70	100

Source: Primary Data

Inference

In the above table 4.1.4 shows that, 52.9% respondents are student, 31.4% respondents are employee, 8.6% respondents are business person, 5.7% respondents are professional, 1.4% respondents are unemployed. Therefore, it is concluded most of the respondents 52.9% are students.

Table 4.5: Monthly Income

S. No	Monthly Income	Respondents	Percentage
1.	Below10,000	37	52.9
2.	10,000 – 15,000	11	15.7
3.	15,000 – 20,000	9	12.9
4.	Above20,000	13	18.6
	Total	70	100

Source: Primary Data

Inference

In the above table 4.5 shows that, 52.9% of respondents income are below Rs.10,000, 12.9% respondents income are between Rs.15,000 - Rs.20,000. 18.6%respondents income are above 30,000, 15.7% respondents income are Rs.10,000 – Rs.15,000. It is concluded that most of the respondents income 52.9% are below Rs.10,000.'

Table 4.6: The platforms mostly recommend customers' preference

S. No	Platforms	Respondents	Percentage
1.	Instagram	59	41
2.	Facebook	18	12
3.	Youtube	35	24
4.	Sharechat	11	8
5.	Pinterest	3	2
6.	Twitter	4	3
7.	Linedin	4	3
8.	Snapchat	11	8
	Total		100

Source: Primary Data

Inference

In the above table4.1.6 shows that,41% respondents are receiving recommendation in Instagram, 24% respondents receiving in YouTube, 12% respondents receiving in Facebook, each8% of respondents receiving in sharechat and snapchat, each3% of respondents receiving recommendation in twitter and Linkedin and 2% of respondents receiving recommendation in pinterest.

Table 4.7: Factors of influence to buy a product

S. No	Particulars	N	Mean	Std. Deviation	Std. Error Mean	t	df	Sig(2–tailed)
1.	Customer'sbrowsing history	70	2.04	.955	114	-8.389	69	.000
2.	Customer'spreference	70	2.04	.690	.082	-11.602	69	.000
3.	Based ondemographic	70	2.47	.880	.105	-5.025	69	.000
4.	Positivefeedback	70	2.26	1.045	.125	-5.947	69	.000
5.	High ratingproducts	70	2.06	.883	.106	-8.936	69	.000
6.	Discountedproducts	70	2.20	.926	.111	-7.226	69	.000
7.	Reasonableprice	70	2.01	.825	.099	-9.994	69	.000
8.	Flashsales	70	2.13	.779	.093	-9.363	69	.000
9.	Limited timeoffersUrgency	70	2.27	.947	.113	-6.439	69	.000

Source: Primary data

Inference

From the table 4.7 It found that factors of influence to buy a product customer browsing history (.000), customer's preference (.000), based on demographic (.000), positive feedback (.000), high rating products (.000), discounted products (.000), reasonable price (.000), flash sales (.000), limited time offers urgency (.000), limited edition / exclusive products (.000), high priced products (.000), relevant products (.000), high quality images (.000), highlight trending items (.000) and unfamiliar products (.000) are the P value is less than 0.05% significant level. Hence, there is a significant difference between influence to buy and factors of recommendation system. Therefore, null hypothesis is rejected.

Conclusion

The study on "Customers' Perception towards Recommendation Systems in Online Shopping Among Youngsters (Special Reference to Salem City)" reveals that recommendation systems play a significant role in shaping the online shopping behavior of young consumers. The findings indicate that youngsters in Salem City perceive recommendation systems as helpful in enhancing their shopping experience by providing personalized suggestions that align with their preferences. However, concerns regarding privacy, the accuracy of recommendations, and the over-reliance on algorithms were also noted. Young shoppers tend to value systems that offer relevant and diverse options, which influence their purchasing decisions positively. Therefore, online retailers should focus on improving the accuracy and transparency of recommendation algorithms, ensuring that users feel secure while benefiting from personalized shopping experiences. Ultimately, a well-implemented recommendation system can drive customer satisfaction and loyalty among young shoppers in Salem City and similar demographics.

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