



Consumers' perception towards online shopping: A study with reference to Ariyalur district

T Selvam¹, Dr. D Elangovan²

¹ Ph.D. Research Scholar (F/T), PG and Research, Department of Commerce, Government Arts College, Ariyalur, Tamil Nadu, India

² Assistant Professor and Research Supervisor, PG and Research, Department of Commerce, Government Arts College, Ariyalur, Tamil Nadu, India

Abstract

This study investigates the consumer's perception towards online shopping. Internet technology has prompted significant changes in many aspects of human life and society as well as the shopping culture. Online shopping provides a good example of the business revolution. Service quality may be defined as consumer perception of how well a service meets or exceeds their expectation. This study an empirical investigation that seeks to find consumer's perception towards online shopping in ariyalur district. Online shopping is currently experiencing a period of rapid development. The large number of internet users provides a good foundation for the expansion of the online shopping market. Respondents have been taken by applying stratified random sampling method, percentage analysis and average score analysis are used. This study purpose is to analyze the consumer perception towards online shopping. Total 200 samples used to test the hypotheses. Findings of the study reveal that the consumer have good perception on service offered by online shopping.

Keywords: online shopping, consumer, perception, internet and purchasing

Introduction

Online shopping has become a popular way for consumers. This new innovative pattern of shopping not only brings a great number and wide range of merchandise of consumer. It also offers a huge market and numerous business opportunities. In the past twenty years, we have witnessed the rapid development of the internet and geometric growth of internet users ^[1]. Online shopping provides many choices to consumers than the traditional bricks – and – motors retail stores. Online shopping is shopping while online or while on the internet. A lot of shoppers are using the internet now a day as internet provides a lot of advantages to shoppers. It saves times and enables them to avoid crowd. Certain products are substantially cheaper and allow consumer to purchase product from anywhere, any time in the world ^[2].

Now a day's customers are becoming more active and comfortable with online shopping, this could be attributed to various factors such as busy modern lives, longer working hours, ability to brows products from comfort of one's home wider range of options available etc., with variety of reasons such as shopping of apparels, shoes, leather, belts, hand bags, jewellery etc., social and business networking, online transactions, researching products or services, booking their travel tickets online with consumers increasingly engaged online, their expectation ^[3].

The facility of online purchasing has allowed consumer to identify the different types of products available in the global market, the new invention that have taken place and evaluate the products according to their prices just by a click of the mouse, without wasting precious time in walking to the retail stores. Due to rapid globalization all types of products are available in the internet ^[4].

Profile of the Indian Consumer

India being very vast, consumers here are naturally scattered over a vast territory. As the country is also marked by great diversity in climate, religion, language, literacy level, customs, life style, economic status etc. here the consumers present a complex group. The heterogeneity holds many implications for a marketer, especially to those going in for national marketing.

According to the census 2001, the population of India stood 1,027 million, of which 742 million lived in rural areas and 285 million in urban areas. And according to the census, 2001, the nation's average literacy rate is 65.4%.

On the other hand, India has the highest concentration of literates in the world and on the other hand, it has the second highest concentration of literates and the third largest pool of educated and technically trained manpower in the world. India has a strong pool of engineers, scientists, and technically educated persons. In modern fields like information technology, India has been displaying its strength very clearly in recent years ^[5].

Review of Literature

(Seyed fathollah amiri aghdaie1 (2011)) ^[6] This study focus consumer trust in online transactions significantly is more importance than in traditional markets and lack of trust in E-Commerce component is considered as one of the main reasons for crashing some dot com companies. The aim of present study is to examine factors that affecting the formation trust and their impact on purchase behavior in decision making process. This research is based on data that obtained through a survey study. Some factors have the strong impact on which level of consumer's behavior. (Rashed al karim

(2013) [7] This study has stated that understand customers satisfaction in online shopping while investigating the major reasons that motivated customer’s decision making processes as well as inhibitions of online shopping. The five stages of buying process model were chosen as the basis of frame work of this study to explain customer satisfaction through their motivations to buy products online. (M. Mahesh kumar1 and Sobha P.G1 (2016)) [8] Consumer’s attitude towards online shopping refers to their psychological state in terms of making purchase over the internet. The process of online buying behavior consists of five steps and it’s similar to traditional shopping behavior. The consumer, in case online shopping can buy the selected products rapidly by doing some clicks home or work saving time and energy in spite of the larger distance arising from the endless and unlimited market offered by the internet. (Dr. M. Rifaya meera1, R.padmaja2 and R. mohammad abubakkar (2017)) [9] Has concluded that future of e-tailors in India looking very bright e- tailors gives up the best way to save money and time through purchasing online with the range of budget. The success of any e- tailors company in India is depending upon its popularity, its branding image its unique and fair policies and its customers relations etc., (Suraj debbarma1 and Sutapa debbarma2 (2018)) [10] with the advancement of internet technology, online shopping trend in becoming most popular. Northeast India, which is obscure and is somewhat cut off from the other parts of India, is the fastest growing and becoming market for e-tailors. Therefore, understanding the factors that most influence the intention to use online shopping among the people of northeastern region of India.

Statement of the Problem

Satisfaction is based on the perception of consumer on various services offered by the online shopping. To offer customized services it is essential to understand the expectations and perceptions of the consumer with regard to services offered by the online shopping.

Based on the above issue it is pertinent to focus the study on consumer perception on service provided by the online shopping with the following problem.

- What is the satisfaction level of the consumers on services offered by the online shopping websites in ariyalur district?

Objectives

1. To evaluate the consumers’ perception on services offered by online shopping.
2. To offer suggestion to improve the conditions of services offered by online shopping.

Sampling design and methodology

The present study is an empirical research based on survey method. The study is confined to all the four taluks of ariyalur district, namely Ariyalur, Udayarpalayam, Sendurai and Andimadam. The study is based on primary data collected through structured questionnaire from 200 respondents in ariyalur district. The respondents for the study were drawn by means of stratified random sampling method. SPSS package were used for analysis. In order to find out the influence of various factors relating to the sample respondents on

perception of online percentage analysis and chi – square analysis have been used to discover any variances about consumers’ perception among the sample respondents.

Data Collection

Primary and Secondary data are used in the present study. The required Primary data are collected using pre- tested and well-structured questionnaire. The required secondary data are collected through various Journals and Websites.

Analysis

In order to achieve the objectives of the study an analysis is made to understand the consumers’ perception on services provided by online shopping. The statistical tools used are percentage analysis and average score analysis. The socio Economic profiles of the respondents are shown in the following tables.

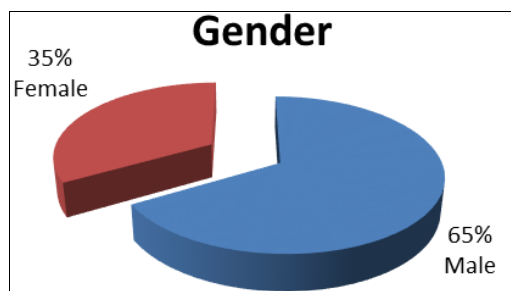
Percentage Analysis

Gender

The table 1 described the gender wise classification of the respondents selected for the study. The gender is classified as male and female.

Table 1

Gender	Respondents	Percentage
Male	130	65
Female	70	35
Total	200	100



Source: primary data

Fig 1

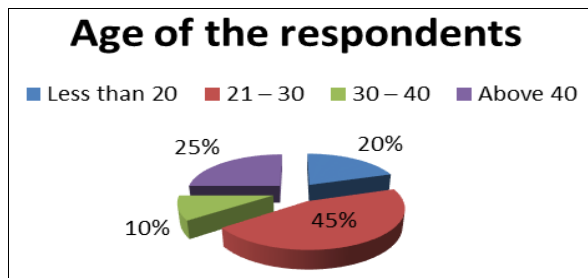
It is found from table 1 that 130 (65%) of the respondents are Male and 70 (35%) are Females. It is concluded that the majority (65%) of respondents selected for the study are Male.

Age:

Table 2 describe the age of the respondents selected for the study. The age is classified as less than 20, 20-30, 30-40 and above 40.

Table 2

Age	Respondents	Percentage
Less than 20	40	20
21 – 30	90	45
30 – 40	20	10
Above 40	50	25
Total	200	100



Source: primary data

Fig 2

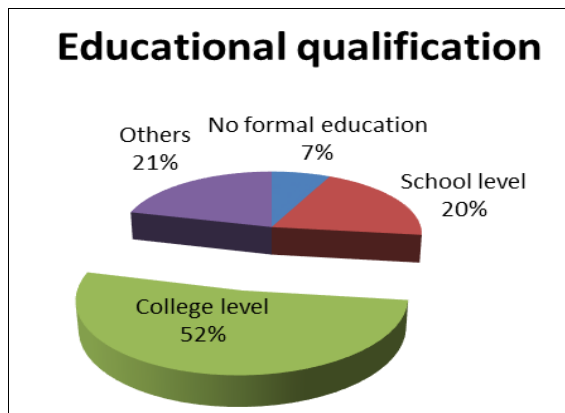
It is evident from table 2 that 90 (45%) of the respondents belongs to 21 – 30 years, 50 (25%) of the respondents belongs to above 40 years, 40 (20%) of the respondents are less than 20 years, and 20 (10%) are 30 – 40 years. It is concluded that the majority (45%) of respondents selected for the study are 20 – 30 age group.

Educational qualification

Table 3 describes the educational qualification wise classification of the respondents selected for the study. The educational qualification is classified as no formal education, school level, college level and others.

Table 3

Educational qualification	Respondents	Percentage
No formal education	14	7
School level	40	20
College level	104	52
Others	42	21
Total	200	100



Source: primary data

Fig 3

It is evident from table 3 shows that 104 (52%) of the respondents educational qualifications is at college level, 42 (21%) of the educational qualifications is at school level, 40 (20%) of the respondents belongs to school level and 14 (7%) of the respondents had no formal education. It is concluded that the majority of the respondents (52%) selected for the study are qualified at the college level.

Online shopping Perception

Table 4 describes the perception of online shopping wise classification of the respondents selected for the study. The perception of online shopping is classified as arrangement of packaging facilities, safety of payment, online accessibility, price, research and development, offers and discount, service and warranty save money and energy, product replacement and easy availability.

Table 4

Factors	Very Good	Good	Neutral	Bad	Very Bad
Arrangement of Packaging Facilities	20 (10)	110 (55)	30 (15)	20 (10)	20 (10)
Safety of Payment	31 (15.5)	99 (49.5)	40 (20)	20 (10)	10 (5)
Online Accessibility	45 (22.5)	103 (51.5)	20 (10)	18 (9)	14 (7)
Price	110 (55)	60 (30)	30(15)	-	-
Research and Development	23 (11.5)	119 (59.5)	24 (12)	20 (10)	14 (7)
Offers and Discount	51 (25.5)	135 (67.5)	14 (7)	-	-
Service And Warranty	10 (5)	24 (12)	48 (24)	68 (34)	50 (25)
Save Money and Energy	130 (65)	50 (25)	20 (10)	-	-
Product Replacement	80 (40)	60 (30)	20 (10)	20 (10)	10 (5)
Easy Availability	120 (60)	20 (10)	40 (20)	10 (5)	10 (5)

Source: primary data.

Note: the figures in the brackets are in Percentages.

It is found from the table 4 that among the total respondents 120(60%), 130(65%) and 110(55%) of the respondents respectively have given a very good perception on Easy availability, Save money and energy and Price respectively. It is concluded that a maximum of (65%) of the respondents have given a very good perception towards Save money and Energy.

Average score analysis

Personal factors and perception of the online shopping

The table 5 describes the results of average score analysis in terms of personal factors average score based on the respondents perception of various factors of the online shopping.

Table 5: Average score – Personal factors and Consumers perception

Perception of online shopping / Personal factors		1	2	3	4	5	6	7	8	9	10
Gender	Male	3.54	3.87	3.92	3.88	3.71	3.64	3.27	3.27	3.65	3.99
	Female	3.57	3.68	4.05	3.85	3.67	3.62	3.42	3.42	3.68	4.09
Age (Years)	Less than 20	3.65	3.70	3.86	3.49	3.39	3.03	3.17	3.11	3.18	3.46
	21 – 30	3.30	3.50	4.09	3.85	3.67	3.58	2.95	2.97	3.48	4.03
	30 – 40	3.64	3.88	4.00	3.99	3.78	3.78	3.67	3.65	3.91	4.26
	Above 40	3.80	4.10	3.88	3.75	3.68	3.93	3.18	3.30	3.68	3.83
Educational Qualification	No formal Education	3.57	3.57	3.64	3.29	3.21	2.86	3.57	3.93	3.21	3.29
	School level	3.32	3.73	3.91	3.72	3.49	3.54	2.74	2.81	3.73	4.01
	College Level	3.64	3.78	4.05	3.98	3.78	3.69	3.55	3.47	3.73	4.15
	others	3.57	3.79	3.88	3.48	3.64	3.64	3.40	3.74	3.12	3.64
Occupational status	Agriculture	3.48	3.87	4.00	3.41	3.53	3.53	3.09	3.38	3.53	3.56
	Business/ Professionals	3.82	3.82	4.08	4.02	3.80	3.85	3.53	3.57	4.01	4.35
	Employee	3.51	3.63	3.98	3.95	3.63	3.48	3.10	3.15	3.54	3.97
	Others	3.72	3.84	3.85	3.55	3.65	3.56	3.62	3.34	3.32	3.81
Family monthly income (Rs)	Below 10000	4.19	3.43	4.00	3.19	3.43	3.19	3.19	3.19	3.19	3.14
	10000-20000	3.56	3.60	3.77	4.00	3.80	3.68	3.51	3.17	3.54	3.79
	20000-30000	3.78	4.05	4.14	3.90	3.84	3.79	3.56	3.61	3.89	4.17
	Above 30000	3.14	3.54	3.97	3.79	3.40	3.42	2.95	3.15	3.51	4.21
Nature of the family	Joint	3.64	3.85	3.98	3.79	3.68	3.68	3.39	3.46	3.69	4.01
	Nuclear	3.43	3.65	4.01	3.98	3.70	3.56	3.29	3.19	3.63	4.10
Size of the family	1	4.00	4.00	4.00	3.50	4.00	4.00	3.00	2.00	3.00	3.00
	2	3.44	3.78	3.97	3.94	3.81	3.71	3.70	3.48	3.52	4.02
	3	3.33	3.36	3.96	3.76	3.55	3.21	3.16	3.07	3.39	4.04
	Above 4	3.64	3.90	4.01	3.90	3.70	3.75	3.37	3.47	3.81	4.09
Number of dependents in the family	1	3.33	3.60	3.88	3.75	3.57	3.37	3.25	3.10	3.46	4.09
	2 and above	3.72	3.89	4.08	3.94	3.77	3.82	3.43	3.53	3.81	4.02

Note:

- | | | |
|--|-----------------------------|------------------------|
| 1. Arrangement of packaging facilities | 5. Research and development | 9. Product replacement |
| 2. Safety of payments | 6. Offers and discount | 10. Easy availability |
| 3. Online accessibility | 7. Service and warranty | |
| 4. Price | 8. Save money and energy | |

Findings of the study

1. The majority of (65%) the respondents selected for the study are Male.
2. The majority (45%) of the respondents selected for the study belongs to the age group of 20 – 30 years.
3. That the priorities of (52%) of the respondents selected for the stud are qualified at the college level.
4. A maximum of 36.2 % of the respondents have given a very good perception on online shopping.
5. The majority of the respondents have very good perception on Easy Availability when compared to other factors relating to the online shopping.

Suggestions

- It is suggested that online shopping provide better packaging facilities to their consumer.
- Safety of payment belongings is highly required, hence better protection can be provided by the online shopping sites for their consumer.
- Majority of the consumers have a very bad perception on the Service and Warranty of the online shopping which can be maintained considering the hygiene factors by the online shopping sites.

Conclusion

The contribution of this study is the identification of consumers’ perception on the services provided by online

shopping. Factors influencing buying behavior of online shoppers most preferred online websites. The study also reveals that the various problems faced while doing online shopping and suggestions also given to overcome those problems. It is hope that the online shopping will excel in the near futures.

References

1. Gwo jun, Noor ismawati jaafer. A Study on consumers’ attitude towards online shopping in china, international journal of business and social science. 2011; 2:22.
2. Dr. Abirami devi, Dr. Alagammai M. E-Commerce, Margham publications. 2016; 11:1.
3. Matt rocco. Etech.com. blogs websites. retrived, 2017-2018 from <http://www.etechs.com/blog/social/social-media-customer-service-can-work-together-provide-better-customer-experience/>.
4. Mohana priya S, Anusuya D. a Study on consumer preferences and satisfaction towards selected online shopping websites (with special reference to Coimbatore City) Indian journal of research. 2014; 3(11):45-46.
5. Pillai Bagavathi RSN. Modern marketing principals and practices” S.Chand publishing, 2009, 281.
6. Seyed fathollah amiri aghdaie1. Amir piraman 2 and Saeed fathi3 An analysis of factors affecting the consumer’s attitude of trust impact on internet purchasing behavior” In international journal of business and social

- science. 2011; 2:23.
7. Rashed karim, *et al.* Customers satisfaction in online shopping: A study into the reasons for motivations and inhibitions In IOSR journal of business and management. (ISSN 2278-487X). 2013; 11:6.
 8. Mahesh kumar M, Sobha P. G2 A study on consumer's attitude towards online shopping in international conference on 'research avenues in social science' organized by SNGC, Coimbatore ISSN: 2395-4396; 1(3).
 9. Dr. Rifaya meera M, Padmaja R, Mohammed R. Preference of customers towards online shopping application' in imperial journal of interdisciplinary research (IJIR). 2013; 3(1) (ISSN:2454-1362) <http://www.onlinejournals.in>
 10. Suraj debbarma, Sutapa debbarma. An empirical study of the consumer's behavior towards online shopping in northeast India'' in international journal of engineering development and research (www.ijedr.org), 2018; 6(1) (ISSN: 2321-9939).