A STUDY ON CONSUMER'S PERCEPTION TOWARDS ONLINE SHOPPING IN COIMBATORE CITY

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ABSTRACT

Online shopping has become a popular way of shopping for consumers. This new innovation for shopping not only brings a great number and variety of merchandise to potential consumers, but also offers a numerous business activities and huge market. Social media is no longer known only as a media that facilitates its users to present themselves on the internet but also as media to sell some products to consumers known as an online shop. Because of the numerous advantages and benefits, more people say that they prefer online shopping over conventional shopping these days.

Over these past years E-commerce has developed very fast because of many advantages related to buying on internet because of easier transaction and lower cost as compared to other types of shopping. Through online shopping everyone can buy faster, have more alternatives and can order various product or services with lower price.

Keywords: Conventional Shopping, Media, Online Shopping

I. INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smart phones.

Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac - enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

II. REVIEW OF LITERATURE

Komal Rani, M.D.U., Rohtak, Dr.Anjali Ahuja (2020)[1], in their study "Customer Perception Towards Online Shopping: A Study Of Gurugram" has focused on customer perception towards online shopping .The study is conducted on primary data, with the help of questionnaire. The study shows that age group of up to 25 years received highest response of 41.7% towards online shopping, followed by 36.1% of age group of 25-35 years. It shows that youngsters are more inclined towards online shopping. This helps marketers to develop their strategies accordingly.

Wilson Paul (2019)[2], in his study "Customer Perception Towards Online Shopping in Chennai City" has identified that Online based purchasing is the way towards buying products and enterprises from traders who sell them online through Internet. Since the rise of the World Wide Web, sellers have tried to offer their items to individuals who browser the Internet. Customers can visit online stores from their homes and shop comfortably.

III. STATEMENT OF THE PROBLEM

There are many problems in online shopping as compared to the traditional one. So all the consumers are not become the online shoppers. Giving the bank account details (debit or credit card) and personal details of the consumers, improper delivery of placed order and complicated return cum replacement policies of the online retailers were become a major disinclination for consumers to do online shopping. To overcome these problems this study has been made to help the online retailers by knowing their consumer's perception towards them.

IV. OBJECTIVES OF THE STUDY

1. To identify the factors influencing the consumer to buy through online.
2. To identify the consumer's perception in online shopping.
3. To understand the various barriers faced by the consumers while shopping online.
4. To examine the consumer's satisfaction and sales service of the online shops.
5. To know the socio economic characteristics of the customer.

V. SIGNIFICANCE OF THE STUDY

Nowadays, customers are moving towards online shopping rather than conventional shopping as it offers many benefits to the customers. Online shopping has become very popular in this era due to the growth of technology. The advent of plastic money and the tremendous usage of debit and credit cards has brought shops from around the world to the tip of customers finger or to the website.

Online shopping is becoming extreme popular in the world. It is increasing day-by-day especially from younger generation. Its saves the people from overwork of hopping from one shop to another to buy the items they require. However, with so many online retailers selling a large verity of products, it becomes impossible for even online shoppers to decide what to buy and from where.

This research study is for all those who are new to e-commerce market and wants to understand the various factors that attract them towards online shopping. This study examines how customers perceive online shopping and which factors are perceived differently between consumers who prefer online shopping and consumers who prefer offline (physical store) shopping.

VI. METHODOLOGY OF THE STUDY

Research methodology is a systematic way to solve research problem. It is a science of studying how research is to be carried out. Its aim is to give work plan of research. The primary data is the source of collection of information. To know the consumer's perception towards online shopping, 220 respondents were selected from within the Coimbatore city. The respondents included students, business people and professionals. The secondary data is collected from books, journals, magazines and internet. The selection criteria were based upon the data availability, convenience and the level of participation. Hence, the convenience sampling method is adopted.

VII. ANALYSIS AND INTERPRETATION

I. PERCENTAGE ANALYSIS

TABLE – 1

RESPONDENTS MOTIVATION FOR BUYING THROUGH INTERNET

S.NO	FACTORS	NO OF RESPONDENTS	PERCENTAGE
1	Convenience	58	26.4%
2	Price	42	19.1%
3	Saves time	71	32.3%
4	Availability	29	13.2%
5	Product comparison	18	8.2%
6	Others	2	0.9%
	Total	**220**	**100%**

(Source: Primary data)

INTERPRETATION

The table shows that out of total 220 respondents, 32.3% of the respondents motivation for buying through internet is to save time, 26.4% of the respondents motivation for buying through internet is convenience, 19.1% of the respondents motivation for buying through internet is price, 13.2% of the respondents motivation for buying through internet is availability, 8.2% of the respondents motivation for buying through internet is product comparison and 0.9% of the respondents motivation is other factors.

TABLE – 2

MAJOR PRODUCTS THAT ARE BEEN PURCHASED BY THE RESPONDENTS

S.NO	FACTORS	NO OF RESPONDENTS	PERCENTAGE
1	Groceries	22	10%
2	Cosmetics	41	18.6%
3	Books \ CD's	22	10%
4	Clothes	49	22.3%
5	Furniture	15	6.8%
6	Electronics	64	29.1%
7	Toys	4	1.8%
8	Others	3	1.4%
	Total	**220**	**100%**

(Source: Primary data)

INTERPRETATION

The table shows that out of total 220 respondents, 29.2% of the respondents purchase electronics, 22.3% of the respondents purchase clothes, 18.6% of the respondents purchase cosmetics, 10% of the respondents purchase groceries, 10% of the respondents purchase books/cd's, 6.8% of the respondents purchase furniture, 1.8% of the respondents purchase toys and 1.4% of the respondents purchase other products.

II. CHI – SQUARE TEST

TABLE – 3

COMPARISON BETWEEN AGE AND HOW OFTEN RESPONDENTS SHOP IN ONLINE

- **H0:** There is no significant association between age and how often respondents shop in online
- **H1:** There is significant association between age and how often respondents shop in online

CHI – SQUARE TESTS			
	VALUE	DF	ASYMPTOTIC SIGNIFICANCE (2 -SIDED)
Pearson Chi – Square	20.898[a]	12	0.052

(Source: Primary data)

INTERPRETATION

In the table, the P value (0.052) is greater than the significant value (0.05), so the null hypothesis is accepted. It can be concluded that there is no association between age and how often respondents shop in online.

III. WEIGHTED AVERAGE MEAN

TABLE – 4

WEIGHTED AVERAGE MEAN OF THE LEVEL OF IMPORTANCE GIVEN BY THE RESPONDENTS

S.NO	FACTORS	1	2	3	4	5	WEIGHTED AVERAGE MEAN	RANK
1	Waiting to receive the product	11	5	23	87	94	**908**	**1**
2	Risk of losing privacy	11	14	27	112	56	**848**	**4**
3	Risk of identity theft	6	8	44	100	62	**864**	**3**
4	Lack of trustworthiness of vendors	3	19	28	104	66	**871**	**2**
5	Not being able to touch the product	13	15	29	98	65	**847**	**5**

| 6 | Not skilful with internet | 11 | 22 | 36 | 105 | 46 | **813** | **6** |

(Source: Primary data)

INTERPRETATION

The table shows that out of total 220 respondents, waiting to receive the product is in the rank 1, lack of trustworthiness of vendors is in the rank 2, risk of identity theft is in rank 3, risk of losing privacy is in the rank 4, not being able to touch the product is in the rank 5 and not skilful with internet is in the rank 6.

VII. FINDINGS

1. Majority 32.3% of the respondents motivation for buying through internet is that it saves time.
2. Majority 29.2% of the respondents purchase electronics majorly.
3. The P value (0.052) is greater than the significant value (0.05), so the null hypothesis is accepted. It can be concluded that there is no association between age and how often respondents shop in online.
4. Waiting to receive the product is in the rank I based on the weighted average mean ranking of the respondents relating to the factors influenced in online shopping.

VII. SUGGESTIONS

From this study it can be understand that online shopping is a modern method of shopping which the consumers are more comfortable and satisfied than with traditional shopping.

1. The consumers buy through online because of the factor of its time saving which reduces time in traditional shopping, so the online shops should add further features to make this process more convenient and it should be suggested that all the contents of the site should be transferable into all the languages which shall be understandable by the online shoppers.

2. By knowing the perception of online shoppers, the procedures for returning the product and getting money refund is different from each online shops. It would be more convenient and easy to consumer if that procedures are simple and they alsoneed more advertisement regarding to it.

3. The consumers while buying through online faces the problem of bargaining. In traditional shopping bargaining can be made directly but in case of online shopping it cannot be made. So the online shops must concentrate on this feature and make necessary adjustments to the websites or apps.

4. It is recommended that the online shops should improves its website and services into a customer friendly environment by reduction of onion layers in the online shopping websites, as it helps to retain the existing and new consumers of online shops. It indirectly depicts those huge online advertisements given by online shops makes moredifficult for them to choose best alternatives among the products.

IX. CONCLUSION

Online shopping is the modern shopping method which is in developing stage inIndia. To make this modern shopping move to the next stage this analysis has been made. The online shops are in need of providing various attractive new features to consumers like free cost of delivery which will boom their growth of its business into next level. This study exhibits that the majority of the respondents preferred Cash on Delivery payment mode because there is necessity to have bank account and also a fear of giving their personal details while make payment in online. The consumers also need number of offers for electronic goods because it is the majorly moving products in the field of online shopping. It can be concluded that the e-marketers should know the perception level of their online consumers

and make appropriate steps to enhance their growth to next level.

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