



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING IN MADURAI

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### ABSTRACT

Online shopping is also known as E-shopping; it is the process of buying and selling of goods and services through internet. It has become very popular in present days, due increasing the usage of internet and smart phone users, internet has become major platform for online shopping. Without internet we can't possible to imagine online shopping. The consumers will buy various products like clothing, shoe, electronic, food, items and services through online shopping according to their taste and preferences; it is a mode of zero channels of distribution means consumers will purchase the products directly from producers without any intermediaries or middlemen. It saves for lot of precious time, energy and also money. We have collected data from 125 customers. The outcome of the study consumers perception towards online shopping. The data was collected through a 5scale questionnaire. We have used tools like percentage analysis, correlation, anova test and t-test to analyze the data and find the requirements according to the objectives.

**Key words:** online shopping, customer buying behavior, perception.

**Introduction,** in the era of globalization along with the development of e-commerce, many business organizations started their sales and marketing efforts for their products and services via internet. In simple words Online shopping is defined as purchasing product from Internet retailers as opposed to a shop or store or the act of purchasing products or services over the Internet. It is a form of electronic commerce which allows consumers to directly buy goods and services from a seller over

the electronic media. Consumers discover a product of interest by visiting the website of the retailer directly or by searching among different vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers the process is called business to-consumer (B2C) online shopping.

## 2.1 REVIEW OF LITERATURE:

**Kanwal Gurleen. (2012)**, focuses on the understanding of demographic profiles of adopters and non-adopters of online shopping. For this purpose the data from 400 respondents was collected in the form of questionnaires. The study has been conducted in 3 cities of Punjab, a sample of urban respondents were selected from the Jalandhar, Ludhiana and Amritsar The paper also analyses the various reasons for adoption and non-adoption of online shopping.

**Wang and Emuian (2004)**, defined online shopping as buying stuff through the internet. The items are usually sent to the buyer's door step that you have purchased online.

**Muthumani & et.al. (2017)**, this study shows that the online shopping is one of the most popular way for the consumers to make purchases of goods and availing services, but this study identifies that it is not a comfortable and safest one for consumers to make purchases and availing services online. The study also finds that online shopping is gaining popularity among young people to make purchases their requirements.

**Madhu & Sampath (2017)**, in their study online shopping is now become a primary part of any business. This study also stressed that the e-commerce portals have to educate and promote the consumers towards online shopping by determine the factors influencing the consumers towards online shopping. This study concludes that the era of information providing new dimension to the marketer and consumer as well by virtual shops in India.

**Rajarajan and Vetriveeran (2016)**, this paper analyses the customer satisfaction level in online marketing the study was conducted among two hundred and fifty respondents and it finds that majority of the respondents preferred to use online shopping portal for buying goods and services and this study suggest that due to increasing importance of online shopping, e-merchants should protect the consumers by supplying quality goods and services at affordable price.

**Bengtson (2007)**, stated that adopting the Internet for advanced marketing operations opens up challenging opportunities for firms of all sizes. However, such adoption might destroy investments in present market channels and thus has the characteristics of radical innovation. The results of analysis show that composition of factors on which firms base their decision to adopt advanced Internet-based marketing operations varies significantly with firm size.

**Xia and Monroe (2009)**, consumers will save in monetary when there are price promotions on specific products. In an online context, consumers are more likely to depend on the price cues to determine the quality of a product which are presented in the web site because they cannot see or touch the actual product (Jiang and Rosenbloom, 2005).

**Sigala (2003)**, stated that despite the exponential growth of e-commerce on the Internet, little is still known on how the new medium is transforming marketing concepts/practices and their effectiveness. This empirical study aims to fill in this gap. This article first analyzes the Internet's capabilities and features as well as the new virtual market space that Internet advances have fostered. After reviewing models and strategies for Internet marketing, an Internet marketing mix is proposed based on the Internet strategies of hotels in Greece that were investigate.

**Sharma and Mittal (2009)**, said that India is showing tremendous growth in the Ecommerce, in their study Prospects of e-commerce in India. Online shopping shows unlimited potential in India with the population of millions of people. E-commerce has become an integral part of our daily life and it is a common word in Indian society with websites providing a number of goods and services. Some of these portals provide specific product along with its allied services. Solomon, 1998 in his study Consumer behavior is the study of the processes involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires

#### **Objectives:**

- To identify the factors influencing consumers to buy online.
- To Analyze a motivate online shopping for buyer

#### **RESEARCH DESIGN**

In this project descriptive research design in used in research topic.

#### **SAMPLE SIZE**

This research study after collecting data is the sampling process. When a decision is made to use the sample, a number of factors must be taken into consideration. The size of sample selected for the research is 125 in the area of Madurai.

#### **Structure of Questionnaire**

Multiple choice questions and Likert's scale questions.

## Analytical Tools

- Correlation.
- ANOVA.
- Independent T.test.

## RESULT ANALYSIS

Table Showing Classification of Respondents based on Demographic Variables

Demographic Variables	Particulars	No. of Respondents	Percentage
<b>Gender</b>	Male	87	69.60%
	Female	38	30.00%
	<b>Total</b>	<b>125</b>	<b>100.00%</b>
<b>Age</b>	20-25 years	107	86.29%
	225-30 years	12	9.68%
	30-35 Years	4	3.23%
	Above 35 Years	1	0.81%
	<b>Total</b>	<b>125</b>	<b>100.00%</b>
<b>Qualification</b>	Employee	26	40.00%
	Student	16	24.62%
	Self-employee	15	23.08%
	House wife	8	12.31%
	<b>Total</b>	<b>125</b>	<b>100.00%</b>
<b>Site visit for shopping</b>	Amazon	49	39.20%
	flip kart	48	38.40%
	Myntra	12	9.60%
	others	16	12.80%
	<b>Total</b>	<b>125</b>	<b>100.00%</b>
<b>Payment on internet</b>	Debit\credit card	41	32.80%
	Bank transfer	16	12.80%
	Paytm	11	8.80%
	others	57	45.60%
	<b>Total</b>	<b>125</b>	<b>100.00%</b>
<b>Know about the products</b>	Through friends	41	31.20%
	Through advertisement	13	40.00%
	Social media	20	16.00%
	others	26	12.80%
	<b>Total</b>	<b>125</b>	<b>100.00%</b>

**CORRELATION****HYPOTHESIS:****H0 (Null Hypothesis)**

There is no significant relationship between customer satisfaction and discount of product.

**H1 (Alternate Hypothesis)**

There is significant relationship between customer satisfaction of discount of product

**Showing Table Descriptive Statistics of customer satisfaction and discount**

Descriptive Statistics			
	Mean	Std. Deviation	N
Customer_Satisfaction	3.25	1.395	125
Discount	2.54	1.394	125

Correlations			
		Customer_Satisfaction	Discount
Customer_Satisfaction	Pearson Correlation	1	.191*
	Sig. (2-tailed)		0.033
	N	125	125
Discount	Pearson Correlation	.191*	1
	Sig. (2-tailed)	0.033	
	N	125	125
*. Correlation is significant at the 0.05 level (2-tailed).			

**Inference:**

From the result it is interpreted that significant (2-tailed) value is 0.033 which is less than 0.05. So H0 is rejected and H1 is accepted. Correlation between customer satisfaction and discount of product

**T-TEST****HYPOTHESIS****H0 (Null Hypothesis)**

There is no significant difference between experience towards online shopping and gender of respondents.

**H1 (Alternate Hypothesis)**

There is a significant difference between experience towards online shopping and gender of respondents

**Showing group statistics of experience towards online shopping and Gender**

Group Statistics					
Gender		N	Mean	Std. Deviation	Std. Error Mean
Experience_ Online_ Shopping	Female	38	2.87	1.277	0.207
	male	87	2.51	1.302	0.140

## Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Experience_Online_Shopping	Equal variances assumed	1.625	0.003	1.441	123	0.003	0.363	0.252	-0.136	0.861
	Equal variances not assumed			1.452	71.842	0.002	0.363	0.250	-0.135	0.861

### Inference:

From the result it is interpreted that significant (2-tailed) value is 0.003 which is less than 0.05 .so H0 is rejected and H1 is accepted .there is significant difference between online shopping and gender of respondents.

### ANOVA

### HYPOTHESIS

**H0 (Null Hypothesis):** There is no significance difference between following site you visit for shopping and scope of improvement in the following issue you faced

**H1 (Alternate Hypothesis):** There is significance difference between following site you visit for shopping and scope of improvement in the following issue you faced

## Showing site you visit for shopping and scope of improvement

### ANOVA

Scope of improvement in following issue you faced while shopping

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.335	3	.778	.938	.425
Within Groups	100.417	121	.830		
Total	102.752	124			

#### Inference:

Since the P value sig (2 tailed) value 0.45 is greater than 0.05. There is no significance difference between following site you visit for shopping and scope of improvement in the following issue you faced.

#### FINDINGS

- IT found that 69.60% of the majority respondents are males.
- 86.29% of the majority respondents are between 20 to 25 years of age.
- It is found that 40.00% of the majority respondents are employee.
- It found that 39.20% of the majority respondents are amazon
- It found that 45.60% of the majority respondents are others in payment on internet
- It found that 40.00% of the majority respondents are through advertisement

#### Suggestions

- The online vendors sending samples to E-shoppers for physical examination of the product before purchase may be facilitated.
- The e-retailers must introduce the concept of third-party insurance to strengthen the confidence and trust in online shopping.
- Along with net banking facilities, cash on delivery scheme should also be provided, since people are more comfortable in the scheme.
- Provisions for replacing the damaged goods should be provided.
- The deliveries of the goods should not be delayed. Accuracy in the delivery should be assured



**Conclusion:**

Online shopping is becoming common in today's life. The study indicate that most of customer having experience of online shopping. Customer believed that online shopping is better option than manual shopping still they have belief that online shopping is expensive, delayed in delivery of products and service. Most of the customers are facing problems like return of bad / wrong product, confusing sites and ineffective customer service. According to, customers most alarming barrier for online shopping are unable to verify product personally, online payment security.

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