



# “Consumers Opinion Towards Cyber Shopping With Special Reference To Theni Town”

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## ABSTRACT

“In the beginning, cyber shopping was really about getting commodity products online as cheaply as possible. Now, we're moving into the more exciting phase of e-commerce, where it's about emotional products the things people really cherish”.

**-Jason Goldber, Founder and CEO of Fab.com**

This study highlights on the consumers opinion towards cyber shopping with special reference to Theni town. The total number of Respondents is 150. The shift to cyber shopping is a result of some specific advantages that cyber shopping offers over traditional shopping from a customer's perspective. Today multichannel brand presence is a basic necessity and marketing efforts need to be optimized for breaking the clutter and grabbing the customer's attention. The homogenous amount of user generated content available digital channels and social media has made it easy for consumers to access reviews, ratings and recommendations before buying products. Consumers are empowered to research about the products, brands and companies.

**KEYWORDS : Cyber shopping, Products, Consumer's opinion.**

## INTRODUCTION

Cyber 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. The India E-Commerce market size reached US \$92.7 billion in 2023. Looking forward, IMARC group expects the market to reach US \$259.0 billion by 2032, exhibiting a growth rate (CAGR) of 29.3% during 2024-2032. Though ease and comfort form the basis for the popularity of cyber shopping, there are other reasons consumers enjoy it.

For some of them, the ability to save money defer full employment are also their top reasons to shop online. Statistics show that 39.3% of consumers say having coupons and discounts to apply to their online purchases drives them to shop online, while 27.2% do so because they are able to collect loyalty points. The ubiquitousness of online stores proves E-commerce, indeed, does not need any preface.

Some the biggest e-commerce companies today had really humble beginnings. The latest data reveals that Amazon, Flipkart, Nykaa, India MART, Meesho, First cry, Book my show, OLX, Make my trip, and AJIO are the top 10 best e-commerce companies in India(2024 list).

## REVIEW OF LITERATURE

There are number of research works have been done by researcher, but only a few has been given, related to the paper.

According to Rao (1999) E-Commerce offers increased market activity of or retailers in the form of growing market access and information and decreased operating and procurement costs. The consumers can gain better prices due to the competition and also can enrich their knowledge on goods and services.

Ratchford et al. (2001) have told that through Internet, consumers can gather information about merchandise and they compare a product across suppliers at a low cost. They also can effectively analyze the offerings and easily locate a low price for a specified product.

Delone and Reif (2004) have found that at present customers are more likely to continue shopping online when they have a greater experience of online shopping. It is also found that young adults have a more positive attitude towards online buying.

Bauer et al., (2006) have compared the services of online retail service Vs traditional retail services. They have identified that the online retail services are broken into two rather distinct phases: the client interaction phase taking place online and the fulfillment phase taking place offline. They also have suggested that met site quality is a matter of delivering both hedonic and utilitarian elements.

## OBJECTIVE

i) To analyze the consumer opinion towards cyber shopping.

## RESEARCH METHODOLOGY

The research is based upon both primary and secondary data. The primary data collected from 150 consumers using cyber shopping at Theni town. The questionnaire framed with the help of Google form and distributed through mail to the selected respondents.

The secondary data was taken from research papers, journals, and websites.

## DATA ANALYSIS INTERPRETATION

The study on consumer's opinion towards cyber shopping has been conducted by collecting primary data from 150 sample respondents. The primary data collected has been analyzed and interpreted with the help of percentage analysis. The collected data has been presented in the form of tables and charts.

The analysis and interpretation of data is as follows:

**Table.1**

**Age wise classification of respondents**

Age	No. of Respondents	Percentage
Below 20	38	25
21-30	52	35
31-40	40	27
Above 40	20	13
Total	150	100

From the above data, it is clear that 35% of respondents belong to the age class 21-30, 27% of the respondents belong to the age class 31-40, 25% of respondents belongs to the age class below 20, 13% of the respondents to the age class above 40.

**Table.2**

**Educational qualification of respondents**

Qualification	No. Of Respondents	Percentage
School level	30	20
Under graduate	62	41
Post Graduate	58	39
Total	150	100

From the collected data the researcher identifies that 41% of the respondents are undergraduates, 39% of the respondents are post graduate, and 20% of the respondents are school level.

**Table.3**  
**Respondents of using always cyber shopping**

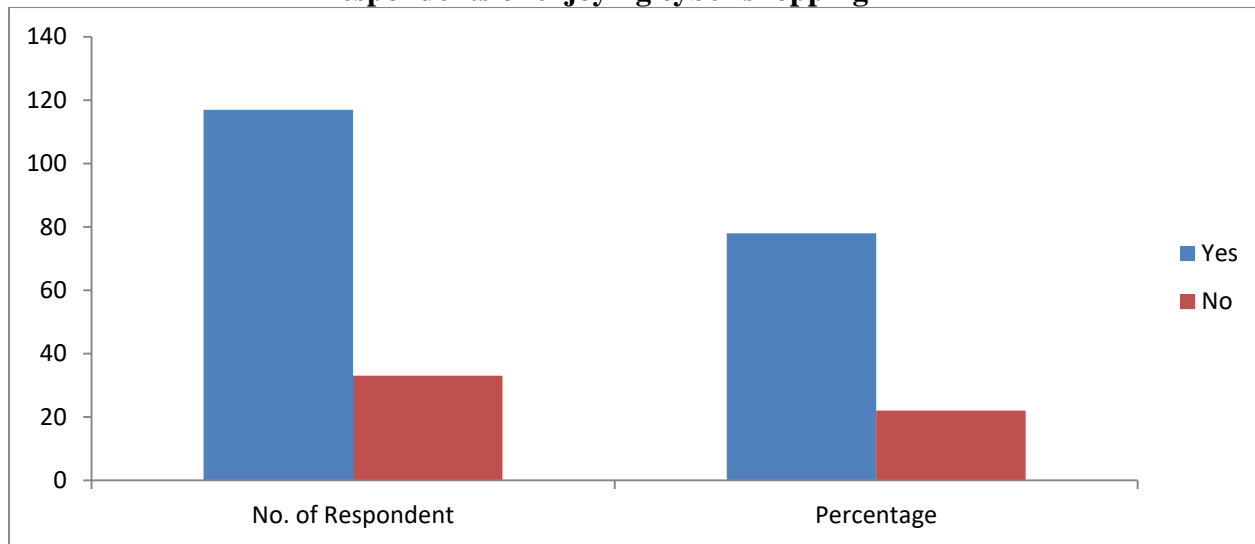
Response	No. of Respondents	Percentage
Yes	120	80
No	30	20
Total	150	100

From the above data the researcher can say that 80% of respondents are always cyber shopping.

**Table.4**  
**Respondents of enjoying cyber shopping**

Response	No. of Respondent	Percentage
Yes	117	78
No	33	22
Total	150	100

**Figure.1**  
**Respondents of enjoying cyber shopping**



From the classified data, the researcher can say that 78% of respondents are enjoying cyber shopping.

**Table.5**  
**Rate your experience in cyber shopping**

Options	No. of Respondents	Percentage
Poor	23	15
Fair	37	25
Good	40	27
Excellent	50	33
Total	150	100

**Figure.2**  
Rate your experience in cyber shopping

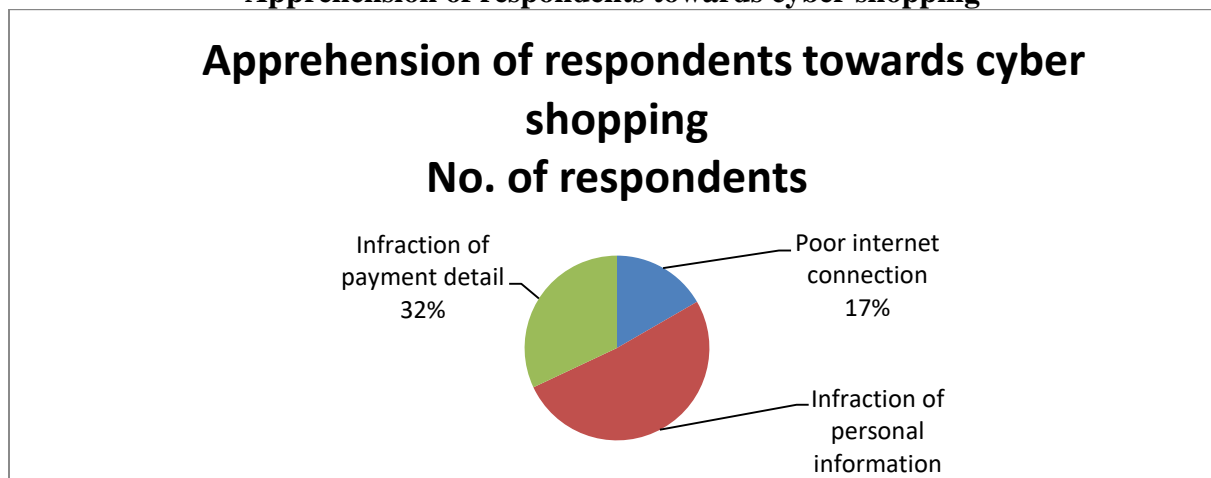


From the above table and figure it is clear that 33% of respondents excellent on experience cyber shopping, 27% of respondents good on experience cyber shopping, 25% of respondents fair on experience cyber shopping, and 15% of respondents poor on experience cyber shopping.

**Table.6**  
Apprehension of respondents towards cyber shopping

Option	No. of respondents	Percentage
Poor internet connection	25	17
Infraction of personal information	77	51
Infraction of payment detail	48	32
Total	150	100

**Figure.3**  
Apprehension of respondents towards cyber shopping



From the classified data, it is clear that 51% of the respondents apprehension is a infraction of personal information, 32% of the respondents apprehension is a infraction of payment detail, 17% of the respondents apprehension is a poor internet connection.

**Table.7**  
**Respondents on the basis of their frequent cyber shopping**

Option	No. of respondents	Percentage
Yes	117	78
No	30	22
Total	150	100

From the above data, it is clear that 78% of the respondents are frequent cyber shoppers and 22% of the respondents are not.

**Table.8**  
**Reason for cyber shopping**

Reason	No. of respondents	Percentage
Door delivery	40	27
Low price	10	7
Time saving	37	25
Wide variety of brand choice	20	13
Getting latest product	20	13
Convenience	23	15
Total	150	100

**Figure.4**



In the above data shows that most motivated factor of cyber shopping 27% of customers prefer cyber shopping for door delivery, 25% of customer preferred time saving, 15% of convenience.

## FINDINGS

- ❖ 35% of respondents are belonging to the age group of 21-30.
- ❖ Majority of respondents 41% are under graduate.
- ❖ 80% of respondents using are always cyber shopping.
- ❖ 78% of respondents are enjoying cyber shopping.
- ❖ 33%, 27% of respondents are feel excellent and good for cyber shopping.
- ❖ 51% Apprehension of the respondent's infraction of personal information.
- ❖ 27% of customers prefer cyber shopping for doo delivery.
- ❖ 25% of customers time saving
- ❖ 15% of respondents are convenience cyber shopping.

## SUGGESTION

Cyber shopping sites should increase the security for cyber shopping.

## CONCLUSION

The researcher made a through analysis over the study of consumer opinion towards cyber shopping with special reference to Theni town. Cyber shopping is one of the best gift of modern technology and is just one of the may benefits of technological advancement. It has enabled massive variety of products, time saving Door delivery and convenience. It benefits both seller and consumer.

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