



# CUSTOMER AWARENESS AND PERCEPTION TOWARDS ONLINE SHOPPING AT COIMBATORE CITY

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**Abstract:** Online shopping is a recent phenomenon in the field of e-business and is going to be the future of shopping around the world. Most of the companies are running their online portals to sell their products and services online. The facility of online purchasing has allowed customers to identify the different types of products available in the global market. Due to rapid globalization, all types of products are available on the Internet. Goods and services, such as consumer durables, books, audio and video cassettes, and services like air tickets, can also be purchased online. A large number of Internet users provides a good foundation for the expansion of the online shopping market. The study also aims to identify customer requirements concerning online shopping. This research was conducted using the primary data source, and the survey method was employed in the research. A questionnaire survey has been conducted to test the hypothesis.

**Index Terms - Online Shopping, Customer Perceptions, Electronic Payment, Customer Expectation.**

## I. INTRODUCTION

Online shopping is a form of electronic commerce that 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 smartphones. An online shop evokes the physical analogy of buying products or services at a regular "brick-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from other businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services and view photos or images of the products, along with information about the product's specifications, features, and prices.

## II. ONLINE SHOPPING

Online shopping is a buying or selling process whereby customers and suppliers meet online to buy goods or services and interact mutually in the absence of an intermediary. Online shopping is a form of business that includes the process of shopping for goods and services from merchants who sell over the Internet platform. Since the emergence of the globe Wide Web, merchants have sought to sell their products to people who surf the net. Customers buy a spread of things from online stores within a single click and have access to a wide range of products. The globe Wide Web has grown incredibly since its inception in 1990 and by 1991 it had been opened for commercial use. The net explosion has opened doors to a brand new electronic world, which facilitated taking business to a different level. The ever-increasing reach of the internet and social media has made the purchasing behavior of Indian consumers simple as well as cost-effective. The online shopping environment has tried and true plenty of transformations and today it's still developing in an exceedingly diversified way. It's becoming extremely popular within the areas of apparel, arts and handicrafts, books, car rentals, computers and electronics, cosmetics, financial services, gifts and novelties, etc. On the other hand, the availability of the purpose of transaction data helps retailers to research and interpret their target customers. It is becoming the foremost efficient thanks to offering valuable information to the shoppers like discounts, promotions, and new and existing products as per the customer requirements and past shopping. There is a growing demand for products that are available online from customers who wish to shop online to buy goods and services. Online shopping environments are therefore playing an increasing role in the overall relationship between markets and their consumers. That is, customer -purchases are mainly supported the cyberspace appearances like pictures, images, quality information, and video clips of the merchandise, not on the particular experience. Because the internet has now become a very global phenomenon, the amount of internet users worldwide is anticipated to reach 1.8 billion by 2010 per the survey of Click stats, this growing and diverse internet population means that people having diverse tastes and purposes are now visiting web for information and to shop for products and services. The wide use of the internet

and the zoom of technology have created a replacement marketplace for both purchasers and businesses. Now day's internet isn't just another medium to get in grips with customers, but it's a very important channel to seek out potential customers and similarly, a channel to continue relationships with existing customers. Customers are ready to save their time and money, plus retrieve all the merchandise information with just a few clicks in a couple of minutes. Plus, purchasing may be done anywhere, anytime consistent with their preferences organizations to differentiate themselves from the competitors. Online retailers face a lot of challenges in reaching out to consumers who need their offerings. As an efficient alternative sales channel sellers are watching the web, which provides them direct access to focus on customers. Online retailing (also referred to as e-tail) could be a web-enabled interface between a retailer and its target consumers for selling products and services on the net with the ability of e-commerce. These varieties of retailers also are referred to as e-retailers. The majority of big retailers are now electronically present on the Planet Wide Web.

### III. OBJECTIVES

- To examine the level of awareness of online shoppers.
- To determine the factors influencing online shopping.
- To identify customer preference towards mode of payment for online shopping.
- To Know the customer perception towards online shopping.

### IV. SCOPE OF THE STUDY

The study is conducted to bring out customer awareness and preference for online- shopping. The study can explain how the customer selects online shopping. It reveals the customer's ideas about online -shopping services. The study gives suggestions that help the manufacturers or dealers to increase their online -shopping marketing services. The present study is undertaken to examine the level of awareness, most preferred shopping sites, and satisfaction level of the consumers. It enables us to understand the key players in E-marketing. In short, the study covers only socioeconomic status, level of awareness, most preferred shopping sites, and level of satisfaction of the consumers.

### V. STATEMENT OF THE PROBLEM

The Primary concern of traditional shopping is limited choices of products and a limitation of space; Brick-and-Mortar shops cannot present the variety of products that are available in the online markets. However, online shopping has several advantages such as time saving, relatively lower prices, a wide range of products, and can purchase of desired products in our homes, working places, and anywhere else. Online sellers offer a variety of products and services to the consumer with good quality and affordable prices. It gives online shoppers enough chance to compare prices, from different websites and find the products with a lower price than buying from local retailers. Since many online service providers exist, the most important thing for any organization is to know the expectations of shoppers, to survive in this competitive business environment. In e-shopping, since there is no face-to-face contact, analyzing and identifying factors that satisfy online shoppers is most important. Moreover, consumers have new demands in emerging e-marketing. Therefore, it becomes more valuable to answer consumer's needs. As a result, this study considers analyzing customer awareness, preference, and satisfaction. Second, this study would also help the manufacturers and online sellers to formulate new strategies for expanding the market.

### VI. RESEARCH METHODOLOGY

Data for this study were obtained from primary sources using a structured questionnaire. For this study, Non - Probability Sampling technique has been adopted. Under Non - Probability Sampling, the Convenient sampling method is used to collect the sample. A sample of 50 respondents were chosen for the study.

### VII. DATA ANALYSIS AND INTERPRETATION

**Table 1 Table Showing Gender of the Respondents**

Gender	No. of respondents	Percentage
Male	21	42
Female	29	58
<b>Total</b>	<b>50</b>	<b>100</b>

(Source: Primary data)

#### Interpretation

From the above table it is clear that 58 percent of the respondents are female, and 42 percent of the respondents are male. A Majority (58 percent) of the respondents are Female.

**Table 2 Table Showing the Age of the Respondents**

Age	No of Respondent	Percentage
Below 20 years	5	10
21 - 30 years	32	64
31 - 40 years	12	24
Above 40 years	1	2
<b>Total</b>	<b>50</b>	<b>100</b>

(Source: Primary data)

#### Interpretation

From the analysis 64 percent of the respondents belong to the age group of 21-30 years, 24 percent of the respondents belong to the age group of 31-40 years, 10 percent of the respondents belong to the age group of below 20 years and 2 percent of the respondents belong to the age group of above 40 years.

A Majority (64 percent) of the respondents belong to the age group of 21-30 years.

**Table 3 Table Showing Educational Qualification of the Respondents**

Educational Qualification	No of Respondents	Percentage
School level	5	10
Undergraduate	29	58
Postgraduate	5	1
Others	1	2
<b>Total</b>	<b>50</b>	<b>100</b>

(Source: Primary data)

**Interpretation**

The table shows that 58 percent of the respondents have completed their graduation, 10 percent of the respondent's educational qualification is school level and 10 percent of the respondents have completed their post-graduation.

A majority (58 percent) of the respondents are graduates.

**Table 4 Table Showing the Salary of the Respondents**

Salary	No of Respondents	Percentage
Less than 10000	11	22
10001 – 25000	14	28
25001 – 50000	23	46
More than 50000	2	4
<b>Total</b>	<b>50</b>	<b>100</b>

(Source: Primary data)

**Interpretation**

From the above table it is clear that 46 percent of respondent's monthly income is between 25001 and 50000, 28 percent of the respondent's monthly income is between 10001 and 25000, 22 percent of the respondents' monthly income is Less than 10000, 4 percent of the respondent's monthly income is More than 50000.

Most (46 percent) of the respondent's monthly income is between 25001 and 50000.

**MANN-WHITNEY U TEST****Table 5 Table Showing the Awareness of the Respondents Towards Online Shopping**

Mann-Whitney U	247.500
Wilcoxon W	478.500
Z	-1.189
Asymp. Sig. (2-tailed)	.235

a. Grouping Variable: gender

**Hypothesis**

H0: The awareness level of online shopping among the respondents and gender of the respondents is same. - accepted

H1: The awareness level of online shopping among the respondents and gender of the respondents is not same.

**Interpretation**

From the above table it is infer that the table value (0.235) more than the significant value (0.05). The awareness level of online shopping among the respondents and gender of the respondents is same.

**KRUSKAL WALLIS TEST****Table 6 Table Showing the Frequency of Purchase Towards Online Shopping**

Kruskal-Wallis H	4.733
df	3
Asymp. Sig.	.192

a. Kruskal Wallis Test

b. Grouping Variable: age

**Hypothesis**

H0: There is no significant mean difference between the frequency of purchase towards online shopping across the different age group of the respondent. - accepted

H1: There is a significant mean difference between the frequency of purchase towards online shopping across the different age group of the respondent.

**Interpretation**

From the above table it is infer that the table value (0.192) more than the significant value (0.05). There is no significant mean difference between the frequency of purchase towards online shopping across the different age group of the respondent.

**Table 7 Table Showing the Factors Influencing Online Shopping**

Factor	Quality	Shipping Cost	ReturnPolicy	Convenience	Relevance Product	Categori zation	Customer Review
Kruskal-Wallis H	5.888	5.190	1.161	.557	.831	1.723	2.976
Df	3	3	3	3	3	3	3
Asymp.Sig.	.117	.158	.762	.906	.842	.632	.395

a. Kruskal Wallis Test

b. Grouping Variable: monthly income

### Hypothesis

H0: There is no significant mean difference between the factor influencing online shopping and the monthly income of the respondents. - accepted

H1: There is a significant mean difference between the factor influencing online shopping and the monthly income of the respondents.

### Interpretation

From the above table it is infer that the table value (0.117) (0.158) (0.762) (0.906) (0.842) (0.632) (0.395) is more than the significant value (0.05). There is no significant mean difference between the factor influencing online shopping and the monthly income of the respondents.

**Table 8 Table Showing the Customer Preference Towards the Mode of Payment for Online Shopping**

Mode of Payment	BankingCards	UPI	QR Code	Mobile banking	Internet banking	Others
Kruskal-Wallis H	5.660	5.710	2.939	4.597	3.204	1.309
Df	3	3	3	3	3	3
Asymp. Sig.	.129	.127	.401	.204	.361	.727

a. Kruskal Wallis Test

b. Grouping Variable: educational qualification

### Hypothesis

H0: There is no significant mean difference between the customer preference towards mode of payment across different level of education of the respondents. - accepted

H1: There is a significant mean difference between the customer preference towards mode of payment across different level of education of the respondents.

### Interpretation

From the above table it is infer that the table value (0.129) (0.127) (0.401) (0.204) (0.361) (0.727) is more than the significant value (0.05). There is no significant mean difference between the customer preference towards mode of payment across different level of education of the respondents.

## WILCOXON SIGNED RANKS TEST

**Table 9 Table Showing the Customer Expectation and Perception Towards Online Shopping**

Expectation and Perception	Provide Fast Delivery	Privacy Protection	Detailed Information	Variety of Options	Discount and Offer	Convenient Sampling
Z	-.175 <sup>b</sup>	-.833 <sup>b</sup>	-.570 <sup>c</sup>	-.781 <sup>b</sup>	-.881 <sup>b</sup>	-4.415 <sup>b</sup>
Asymp.Sig. (2-tailed)	.861	.405	.568	.435	.379	.000

a. Wilcoxon Signed Ranks Test

b. Based on positive ranks.

c. Based on negative ranks.

### Hypothesis

H0: There is no significant mean difference between the respondent's expectation and perception towards online shopping.

H1: There is a significant mean difference between the respondent's expectation and perception towards online shopping.

### Interpretation

From the above table it is infer that the table value (-0.175) (-0.833) (-0.570) (-0.781) (-0.881) (-4.415) is less than the Z Value (0.1). There is a significant mean difference between the respondent's expectation and perception towards online shopping.

## VIII. FINDINGS

- A majority (58 percent) of the respondents are Female.
- A majority (64 percent) of the respondents belong to the age group of 21-30 years.
- A majority (58 percent) of the respondents are graduate.
- Most (46 percent) of the respondent's monthly income is between 25001 and 50000.
- The awareness level of online shopping among the respondents and gender of the respondents is same.
- There is no significant mean difference between the frequency of purchase towards online shopping across the different age group of the respondent.
- There is no significant mean difference between the factor influencing online shopping and the monthly income of the respondents.
- There is no significant mean difference between the customer preference towards mode of payment across different level of education of the respondents.

- There is a significant mean difference between the respondent's expectation and perception towards online shopping.

## IX. SUGGESTIONS

Before making a purchase, the customer has to read product reviews and check the seller's ratings and reviews. The customer has to look for red flags such as low ratings, negative reviews, and suspicious activity. The customer has to look for the same product on different websites to compare prices and find the best deal. The customer has to use a secure payment method, such as a credit card or PayPal when making purchases online. These methods offer protection against fraud and unauthorized charges. The customer has to make sure to check the return policies of the website before making a purchase. This will ensure that the customer can return the product if it does not meet the expectations. The customer has to keep an eye out for shipping fees, which can sometimes be expensive. They have to look for websites that offer free shipping or have low shipping fees. The customer has to provide personal information only on websites that are reputable and secure. The customer has to make sure the website has a valid SSL certificate and avoid entering personal information on unsecured or unfamiliar websites. The customer has to look for promo codes or coupons before making a purchase. Many websites offer discounts and special offers that can help the customer to save money.

## X. CONCLUSION

Online shopping is buying through an electronic medium where one can make purchases over the Internet at any point in time. The current paper focuses on understanding the perception of Indian consumers about online shopping. The objectives are achieved by knowing what commodities are bought online, in retail stores, and over the phone, what are all the facilities attracted by customers when shifting from online shopping to offline shopping and observing the factors in refraining customers from shopping on the internet. The current technological development concerning the internet has given rise to a new marketing system. The study brought to the fact that most of the online shoppers are educated people and students who have a positive perception towards online shopping, risk perceptions particularly concern about online security, are preventing many people from shopping online. Ensuring adequate safety measures in the delivery of products is a challenging task in front of online sellers to increase their sales. Online sellers have to resolve these problems and also introduce a wide range of products with additional discounts. This will create more demand from customers. Based on the present study, it concluded that online customers are satisfied. This research indicates that online marketers should give more importance to price factors and after-sales services. In this competitive era, all online marketers should have to focus on customer satisfaction to retain existing customers and have to offer new attractive schemes day by day to attract new customers.

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