



CONSUMERS PERCEPTION TOWARDS ONLINE SHOPPING: AN ANALYTICAL STUDY



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ABSTRACT

Internet is being developed rapidly in the recent years, the consumers buying behavior also changing, due to the technological development. The online commercialization has increased and it provides more products and services to the consumers. This attracts more and more people to change their behavior from traditional mode and to rely more on the internet shopping. The customer's attitudes will always to be economical and wise the internet cost and shipping cost will be a great burden for them. Then the main problem under e-shopping is the privacy and security dimensions that are online credit card fraud by way of hacking the pin number through many ways the fraud has been occurring which cannot be avoid in certain websites. drawbacks such as non – tangibility, lack of options ,no bargaining, makes the customers lazy and fat, deceptive pictures , long waiting for product arrival, non availability of after sales service, ordering the wrong items while doing shopping.

This research has conducted to study the consumer buying behavior towards the online shopping. The study specifically focus on consumers' awareness on online shopping system, buying pattern, satisfaction level and various problems met by them in online shopping. This research study also brings out solution to the online shoppers to overcome such problems.

KEY WORDS: Consumer; Awareness; Satisfaction; online shopping; Internet.

1.INTRODUCTION

Online shopping plays a vital role of marketing in the current scenario. Almost the entire internet users are showing interest to purchase products through online. Thus online shopping is becoming more popular for variety of reasons, there are certainly outside factors such as increasing gas prices, difficulty in getting to traditional stores and the difficulty often associated with shopping in malls & other traditional stores, this may contribute to the increased interest in online shopping. However online shopping provides an excellent & convenient alternative for the busy shoppers, who would not like to spend time in conventional shopping, some of the benefits include convenience, comparison-shopping capabilities & express

shipping options. Besides the benefits the customers of the online shopping faces different types of risks while they do shopping, some of the common problems faced by online shoppers are first the cost factor.

2.MATERIALS AND METHODS

This study aims to analyze the buying pattern of the consumers on online shopping and level of satisfaction of consumers on online shopping. Area of the study is Coimbatore city. Sample size of the study is 240 and convenience-sampling method has been adopted to collect the primary data. In order to collect the primary data, well-structured questionnaire has designed for the consumers'. The secondary data has collected from various



journals, magazines and unpublished theses. The data has analyzed on parallel with the objectives of the study. Conventional tools like descriptive tables and percentages has used for the purpose of analysis. Further, the tools like Chi-square test, t-test and ANOVA also used for the study. The following hypotheses were framed.

Null Hypothesis [Ho] -1: There is no association between demographic characteristics and overall satisfaction level of respondents' towards online shopping.

3. RESULTS AND DISCUSSION

Table-1, Personal Variable of the Respondents

S. No.	Personal Variable	Category	Number of Respondents	Percentage
1	Gender	Male	110	44
		Female	140	56
2	Age	Up to 20 years	67	27
		20-35 years	123	49
		35-45 years	46	18
		45-55 years	8	3
		55&above	6	2
3	Educational Qualification	School education	11	4
		Diploma	31	12
		UG/PG	153	61
		Professional Degree	55	22
4	Monthly Income	Below 10000	45	18
		10000-20000	87	35
		20000-30000	50	20
		30000-40000	49	20
		40000&above	19	8
5	Occupation	Student	74	30
		Employee	83	33
		Business/Profession	84	34
		Retired/Housewife	9	4

Source: Primary Data

Table-2, Awareness on Online Shopping Websites

S. No.	Websites	Weighted Mean Score	Rank
1	Amazon	2.12	2
2	Ebay	4.32	6
3	Flipkart	1.87	1
4	Snapdeal	2.52	3
5	Mynthra	3.65	4
6	Jabong	4.07	5
7	Yebhi	4.76	8
8	Yepme	7.69	10
9	Pepperfry	17.54	16
10	Indiatimes	5.41	9
11	Zoomin	9.01	12
12	Firstcry	12.98	15
13	Tradus	7.75	11
14	Beststylish	10.51	13
15	Homeshop	4.37	7
16	Futurebazaar	17.84	17
17	Goodlife	10.94	14
18	Infibeam	20.36	18
19	Koovs	20.47	19
20	Grabmore	22.44	20

Source: Primary Data

It is inferred that the respondents given first rank for Flip Kart website, second for Amazon and third rank for Snap Deal, and the respondents had given twentieth rank for Grab More online shopping website.

Table-3 Overall Satisfaction Level towards Online Shopping

S. No.	Factors	HS		S		N		DS		HDS	
		F	%	F	%	F	%	F	%	F	%
1	Price	62	24.8	130	52	30	12	27	10	1	0.4
2	Convenience	65	26	153	61.2	13	5.2	19	7.6	0	0
3	Security	34	13.6	140	56	51	20.4	25	10	0	0
4	Time saving	84	33.6	70	28	33	13.2	53	21.2	10	4
5	Availability	51	20.4	148	59.2	11	4.4	38	15.2	2	0.8
6	Comparison	43	17.2	135	54	33	13.2	34	13.6	5	2
7	Discount deals	50	20	93	37.2	31	12.4	53	21.2	23	9.2
8	Gifts vouchers	50	20	66	26.4	44	17.6	83	33.2	7	2.8
9	Offers & gifts	69	27.6	58	23.2	45	18	54	21.6	24	9.6
10	Availability of the branded products	77	30.8	131	52.4	24	9.6	5	2	13	5.2
11	Shopping cart system	79	31.6	109	43.6	52	20.8	7	2.8	5	1.2
12	Product promotions	54	21.6	111	44.4	75	30	6	2.4	4	1.6
13	Payment systems	65	25.2	128	51.2	45	18	13	5.2	1	0.4
14	Trust worthiness	41	16.4	107	42.8	49	19.6	30	12	23	9.2
Overall mean score		23.5		45.1		15.3		12.7		3.3	

It is inferred that the best mean score of 45.1% of the respondents are satisfied towards the overall factors of online shopping.

Table-4 ANOVA -Overall Satisfaction Level of the Respondents on Online Shopping

Source of variance	Sum of squares	Df	Mean squares	F	5%
Between Columns	401	1	401	0.532	230.16
Between Rows	275	1	275	0.776	230.16
Residual	35	1	213.66		
	641	3			

Comparing the variance of level of satisfaction the respondents:-

Since we conclude that, the table value of F is 230.16. The calculated value is less than the table value and we conclude that the level of satisfaction of respondents towards online shopping do not differ significantly.

Comparing the variance of gender of the respondents:-

Since we conclude that, the table value of F is 230.16. The calculated value is less than the table value and hence there is no significant difference between the gender of the respondents and their level of satisfaction towards the online shopping.

Table-5. Chi-Square- Association between Age and Awareness Level towards Online Shopping System

	Value	Df	Asymp. Sig. (2-sided)	5%
Pearson Chi-Square	6.339 ^a	8	0.609	0.05

Since the p value of (α^{22} .609) is greater than the table value (0.05), the null hypothesis is accepted. Hence, there

is no significant association between the respondents' age and their awareness level about the online shopping.

Table-6. Association between Age and their satisfaction level of Respondents' towards Convenience Factor

	Value	Df	Asymp. Sig. (2-sided)	5%
Pearson Chi-Square	47.797	12	0	0.05

Since the p value of χ^2 (.000) is lesser than the table value (0.05) the null hypothesis is rejected. Hence, there is association between the respondents' age and their satisfaction level towards the convenience factor of the online shopping.

Table-7 ANOVA-Association between Occupation of the Respondents and Time Saving Factor

	Sum of squares	Df	Mean square	F	Sig.
Between Groups	4.197	5	0.839	1.097	0.363
Within Groups	186.667	244	0.765		
Total	190.864	249			

This table shows that the output of the ANOVA analysis and whether there is significant difference between the group means. We can see that the significance level is ($p = .363$), which is below 0.05. The null hypothesis is rejected. Hence, there is a significant difference in the mean of the occupation and the time saving factor.

Table-8 t-Test - Association between Gender and Respondents' Cautiousness about Privacy and Security Factor

Gender of the respondents	t-test for equality of means						
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Equal variances assumed	25.529	0	3.727	248	0	0.23333	0.06261
Equal variances not assumed			3.789	224.2	0	0.23333	0.06158

The above table reveals that the group means are not significantly differ because the value in the "Sig. (2-tailed)" $p = (.000)$ is less than (0.05). So the null hypothesis is rejected. Hence there is significant difference between gender of the respondents and cautiousness about the privacy and security factor of the online shopping.

CONCLUSION

The online shopping is getting popular among the young generation as they feel it more comfortable, time saving and convenient. It is analyzed from the survey that when a consumer makes a mind to purchase online products he or she is affected by multiple factors. The main crucial identified factors are time saving, the best price and convenience. The best price factor is popular among Coimbatore people because generally in online markets prices are lower as against the physical markets. People compare prices in online stores and then review all feedbacks and rating about product before making the final selection of product and decision. Therefore, the consumers are satisfied towards the overall factors of the online shopping system.

The main problem in the process of online shopping is the safety issue. People of Coimbatore are afraid to share their personal information and financial information on internet then the consumers also feels that the goods are delivered to them very slowly then the shipping cost is also very high, Due to which consumers are reluctant to make online purchasing, then the most familiar barrier is the low level of trust on online stores therefore, sellers have to make proper strategies to increase the consumer's level of trust on them.

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