A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING

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ABSTRACT

The present article is an attempt that has been made to study the customer perception towards online shopping at Coimbatore district. In this study an attempt has been made customer perception on online shoppers has been playing a vital role in these scenarios day to day activities in the mind of customers. Customer perception is typically affected in the way of broadly such as advertising, reviews, public relations, social media and personal experiences etc.,. Today we say that customers are mind blowing while go for a online shopping because the wide range of internet facilities in the era. The questionnaire was prepared through the inputs taken from the past researches and also from the feedbacks of the pilot study. Thus the validated final questionnaire was used to collect data from 150 respondents.

KEY WORDS: *Merchandise , Ventures, Consumer Loyalty, Perception.*

INTRODUCTION

Indian customers utilizing web based business entry not exclusively to buy the item yet additionally to benefit online administrations. This investigation finds that larger part of clients saw that web based shopping is the most ideal approach to purchase merchandise and ventures and they were eager to proceed with this foundation of buying.

By the innovation of network technology, the business organizations and service institutions making use of this technology to create new business formats and platforms. The buzz word World Wide Web (WWW) is not just information providing platform, but also creating an amazing opportunity to business people to convert their ideas into business through e-commerce portals. At present people in all over the world are put forward out on the internet for buying and selling goods or services. Online business platform is a flourishing more organizations through electronic transactions using internet technology. Thus, the era of e-commerce has proven a significant synergy between the use of digital information and business.

STATEMENT OF THE PROBLEM

In a less serious market maintenance of Customer is a simple assignment. In any case, this isn't valid in web based shopping, as customers have wide chance to pick the web-based interfaces where products are offered at low value, conveyance of merchandise at shorter range of time, limits offered and so forth., Thusly, client maintenance is a difficult assignment for all E Commerce administrators. Along these lines, client maintenance exclusively relies upon consumer loyalty's. Clients' who buy merchandise through online might be fulfilled because of nature of data offered in Web gateways, Quality of merchandise conveyed, items coordinating with the item showed on site, cost charged for the item, time taken for conveyance and so forth.,

OBJECTIVES OF THE STUDY

1. To study the Comparison of different e-retailers on the basis of factors trust, discounts, schemes, service, & quality parameters.
2. To study the Perceptions, Experiences & Expectations of e-consumers towards e-retailers.

3. To study the impact of various promotional strategies on e-consumer purchase decisions.

RESEARCH METHODOLOGY
- **Area of the study –** Coimbatore City
- **Source of data**

The present study is mainly based on the primary data and is behavioral in nature. However, the secondary data is also made use of, at places of the study wherever it became necessary.

- **Sampling design**

    As the universe of the study is entire Coimbatore region, an attempt is made to stratify the region into strata. The stratification is done on the basis of geographical and administrative factors. In order to collect the primary data, for the purpose of the study, Multi-stage sampling technique is adopted. The sampling frame for the collection of questionnaires was classified under.

- **Statistical Tool Used**
    1. Simple Percentage Analysis
    2. Likert Scale Analysis
    3. Rank Analysis

LIMITATION OF THE STUDY
The research is being carried out in Coimbatore city only from 150 respondents using an interview schedule method. However, data were collected from those respondents with utmost care and personal attention to avoid ambiguity in the results of the study.

REVIEW OF LITERATURE
Rama Mohana Rao[1], (2016) The objective of the study was to identify the key factors influencing the consumer's perception towards online shopping of different products or services available in the retail market. Was told was focused on assessing the importance of six factors such as convenience, website design, delivery, price advantage, reliability, and responsiveness. It was based on quantitative researched approached and the data was collected from primary sources.

Dr. S. Hariharan, Dr. N. Selvakumar[2] (2018) In simple term consumer perception explains us what a consumer thought about a product or services during the purchase decision process. It acts as a very significant job in a organizations ability to attract new customers and to keep held of existing customers.

Jaganathan, Suresh kumar, Sakthivel, Mohanraj[3] (2016) The primary objective was to the study perception of customers towards online shopping. To determine consumer behavior in online environment to identify the main influencers in online buying process to identify people's attitude towards benefits and risks of online shopping to find out the preferences of the consumer regarding the attributes of online shopping website the questionnaire had been collected 210 and out of 210 one hundred and fifty (150) individuals provided responses to the surveyed the perception of the consumer also had similarities and difference based on their personal characteristics usage based on their needs and demanded.[4]

DATA ANALYSIS AND INTERPRETATION
The data collected from the samples have systematically applied and presented in the tables under various headings in the following pages. They were also arranged in such a way that, a detailed analysis can; be made so as to present suitable interpretation for the same. The data have been analyzed using the following statistical tools.
- Simple percentage analysis
- Likert scale analysis
- Rank analysis

SIMPLE PERCENTAGE ANALYSIS
The percentage analysis is mainly employed to find the distribution of different categories of respondents. As the value are expressed in percentage it facilities comparison and standardization. The analysis describes the classification of the respondents failing under each category.

[1] Rama Mohana Rao , October, 2016 **"A study on Consumer Perception towards E-Shopping"**, International Journal of Multidisciplinary Studies, E-ISSN: 2456-3064 Volume I, No. 2, October, 2016, pp. 26-35.

[2] Hariharan, Dr. N. Selvakumar, 2018, **"Consumer Perception Towards Online Shopping with Reference to Tirupattur"**, International Journal of Pure and Applied Mathematics, Volume 119, No. 18 2018, 3353-3362.

[3] Dr . A. T. Jaganathan ,Mr. J. Suresh kumar, Mr. M. Sakthivel, Mr. M. Mohanraj, July 2016, **"A Study on Customer Perception Towards Online Shopping, Namakkal"**, E-ISSN No : 2454-9916 , Volume 2, Issue : 7

FORMULA
PERCENTAGE =

$$\text{PERCENTAGE} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$

TABLE: 1
AGE STARTED FOR TRADING

Sl.No	Age	NO. OF. RESPONDENT	Percentage %
1	10-20 years	23	15
2	20-30 years	109	71
3	30-40 years	17	11
4	Above 40 Years	5	3
	TOTAL	**154**	**100**

(source primary)

INTERPRETATION

The above table, 15% of the respondents are below 20 years, 71% of the respondents are in the age group age 20 to 30 years, 11% of the respondents are in the age group of 30-40 years and 3% of the respondents are above 40 years.

TABLE: 2
GENDER OF THE RESPONDENTS

SI.NO	Gender	NO. OF. RESPONDENT	PERCENTAGE %
1	MALE	98	64
2	FEMALE	56	36
	TOTAL	**154**	**100**

(source primary)

INTERPRETATION

The above table, 64% respondents are male and 36% respondents are female.
Majority 64% of the respondents are male.

TABLE: 3
DAYS OF PURCHASING IN ONLINE SHOP

SI.NO	Preference	NO. OF. RESPONDENT	PERCENTAGE %
1	Once in a week	30	19
2	Once in a month	76	49
3	Once in a year	47	30
4	Whenever I need products I used to buy	1	1
5	When in need	1	1
	TOTAL	**150**	**100**

(source primary)

INTERPRETATION

The above table, 19% are buying once in a week, 49% are buying once in a month, 30% are buying once in a year, 1% are buying whenever I need products I used to buy , and 1% are buying when in need.

Majority (49%) of the respondents are buying once in a month.

LIKERT SCALE ANALYSIS

A Likert scale analysis is a method of meaning attitude. Ordinal scale of responses to a question or statement, ordered in hierarchical from strongly negative to strongly positive. Used mainly in behavioral science, in likert's method a person's attitude is measured by combining (adding pr averaging) their responses all items.

FORMULA:
Likert scale = $\sum$ (FX)/Total number of respondents
F   = Number of Respondents
X   = Likert Scale Value
(FX)   = Total Scale

TABLE: 4
RATING OF ONLINE PRODUCT

SI.NO	RATING	NO.OF. RESPONDENT	LIKERT SCALE VALUE	TOTAL SCALE
1	Fair	65	4	260
2	Not fair	43	3	129
3	Good	45	2	90
4	bad	2	1	2
		154		**481**

Likert Value= fx/no. of respondents
= 481/154
=3.12

INTERPRETATION

From the above table about the level of satisfaction regarding the perception of online shopping shows Likert Scale value is 3.12 which are greater than the mid value(2).

TABLE: 5
NAVIGATING OF THE WEBSITE OF ONLINE SHOPPING

SI.NO	NAVIGATE	NO. OF. RESPONDENT	LIKERT SCALE VALUE	TOTAL SCALE
1	Difficult	86	4	344
2	Very difficult	40	3	120
3	Very bad	21	2	42
4	Bad	8	1	8
	TOTAL	**154**		**514**

Likert Value= fx/no. of respondents
= 514/154
=3.33

INTERPRETATION

From the above table about the level of satisfaction regarding the perception of online shopping shows Likert Scale value is 3.33 which are greater than the mid value(2).

Table: 6
NAVIGATING OF THE WEBSITE OF ONLINE SHOPPING

SI.NO	NEVIGATE	NO. OF. RESPONDENT	LIKERT SCALE VALUE	TOTAL SCALE
1	Difficult	86	4	344
2	Very difficult	40	3	120
3	Very bad	21	2	42
4	Bad	8	1	8
	TOTAL	**154**		**514**

Likert Value= fx/no. of respondents
= 514/154
=3.33

INTERPRETATION

From the above table about the level of satisfaction regarding the perception of online shopping shows Likert Scale value is 3.33 which are greater than the mid value(2).

RANK ANALSIS

A Rank analysis is any of several statistics that measure an ordinal association. The relationship between ranking of different ordinal variables or different ranking of the same variable. Where a "ranking" is the assignment of the label "first", "second", "third", etc. to different observations of a particular variable. A rank analysis measures the degree of similarity between two rankings, and can be used to assess the significance of the relation between them.

TABLE SHOWS THE RESPONDENTS ONLINE SHOPPING

SI.NO	FACTOR	RANK I	RANK II	RANK III	RANK IV	RANK V	TOATL	RANK
1	SPEED OF DELIVER	90 (5) 450	37 (4) 148	22 (3) 66	5 (2) 10	1 (1) 1	675	1
2	DISCOUNT	28 (5) 140	73 (4) 192	34 (3) 102	17 (2) 34	3 (1) 3	471	5
3	PRICE	57 (5) 285	48 (4) 192	42 (3) 126	6 (2) 12	2 (1) 2	617	3
4	FREE SHIPPING	25 (5) 125	72 (4) 288	38 (3) 114	17 (2) 34	3 (1) 3	564	4
5	TIME SAVING	53 (5) 265	64 (4) 256	31 (3) 93	5 (2) 10	2 (1) 2	626	2

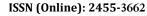*(Source: Primary Data)*

INTERPRETATION

Table show the respondent that out of 154 respondent, speed of delivery in the rank of 1, time saving in the rank of 2, price in the rank of 3, free shipping in the rank of 4, and the discount in the rank of 5.

INFERENCE

This is the result that speed of delivery is 1rank the respondent give for the online perception.

FINDINGS

- Majority (71%) of the respondents are in the group age of 20 – 30 years.
- Majority (64%) of the respondents are male.
- Majority (54%) of the respondents are undergraduate.
- Majority 27% of the respondents are 2000 – 35000 income.
- Majority 60% of the respondents are family members are 4.
- Majority 43% of the respondents are buy product through advertisement.

- Majority 72% of the respondents are regular consumer.
- Majority 49% of the respondents are buying once in a month.
- Majority 30% of the respondents are spending for buying product.
- Majority 36% of the respondents are spending money through 1500 and above.

SUGGESTIONS

- ❖ Internet environment has to be improved in the areas of art, dynamic and interactive techniques. This improvement will give more visual appeal.
- ❖ The vendors and service providers should avoid hidden charges. This will help to avoid increase in price of product.
- ❖ E-retailers should offer quality services to the consumers by improving technology in their   portal to consumers for shopping convenience.
- ❖ Online shopping portals should be made affordable to the middle income group because in India more than half of the population falling under the middle income group.

CONCLUSION

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

REFERENCE

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