



CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING IN INDIA

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Introduction

India has more than 100 million internet users out of which one-half opt for online purchases and the number is rising sharply every year. The growth in the number of online shoppers is greater than the growth in Internet users, indicating that more Internet users are becoming comfortable to shop online. The capability of purchasing without leaving your place is of great interest to many consumers. Not only does online shopping offer really good deals, but also brings optimum convenience to the consumers. Moreover, the use of Internet tools for price searching and comparison provides an additional advantage in consumers' final decision, as they can purchase their desired products in the lowest available price. This project focuses on the understanding of perception of online purchase in India. For this purpose, the data from 100 respondents was collected in the form of questionnaires.

With nearly half of the Indian population being young and net practical understanding, there has been an extra ordinary rise in the numbers of online shoppers. The recent growth in the mall culture in the country has in fact made consumers more aware about different options and encouraged them to search and eventually purchase online. India has more than 100 million internet users out of which one half opts for online purchases and the number is rising sharply every year. The growth in the number of online shoppers is greater than the growth in Internet users, indicating that more Internet users are becoming comfortable to shop online. Until recently, the consumers generally visit online to reserve hotel rooms and buy air, rail or movie tickets, books and gadgets and gizmos, but now more and more offline product like clothes - saris, kurtis, T-shirts - shoes, and designer lingerie, consumer durables are being purchased online. At present the market is estimated at Rs.46000 crore and is growing at 100 percent per year. The two most commonly cited reasons for online shopping have been convenience and price. The capability of purchasing without leaving your place is of great interest to many consumers. Not only does online shopping offer really good deals, but also brings optimum convenience to the consumers. Moreover, the use of Internet tools for price searching and comparison provides an additional advantage in consumers' final decision, as they can purchase their desired products in the lowest available price. On the contrary, privacy and security have been the great concerns, resulting many people to browse the Internet for informational matters than for buying online.

Review of Literature

- According to Chiu, Chang, Cheng and Fang, 2009, p.767 Consumer also associate shopping with enjoyment and excitement which they would think is a fun activity to them regardless in an online or offline context. Enjoyment is defined as the extent to which online shopping is perceived to be personally enjoyable and fun.
- According to Shoppers Nicholls, Li, Kranendonk and Roslow, 2002 nowadays tend to be more leisure driven compared to the shoppers in the early 1990's.
- According to the research of Dennis (2002), he suggests that offline shopping will be more enjoyable than online shopping as regarded by the consumers.
- According to Hunter, (2006) suggested that retailers should increase the level of positive emotions in their shopping mall by creating an exciting and happy experience.



- The research of Millan and Howard (2007) resulted that Hungarian shoppers visited shopping centers for both utilitarian and experiential reasons; some viewed shopping as a leisure activity accompanied by somebody and enjoyed looking around while accomplishing their shopping task.
- According to Rajamma, Paswan and Ganesh (2007) suggested that there is a higher importance to the enjoyment aspect of shopping for consumers who prefer to shop in offline stores compared to those consumers who feel comfortable purchasing from the internet.
- According to Otieno, Harrow and Lea-Greenwood (2005) stated that women enjoyed shopping because of the fashion, trends, fun, for browsing, felt special, looked good on the apparels, claimed to be “shopaholic”, retail therapy, forget other problems, love for clothes, etc.

Statement of the Problem

Due to the development in technology, online shopping is growing like anything. During the pandemic time, the online shopping was very familiar among the rural public particularly in ordering the food items through SWIGGI and ZOMATO. Though Flip kart, Amazon are number players in online shopping SWIGGI and ZOMATO contributed much in supplying the food items to the needy group though online mode. But the problem is the delivery man sometime gets the food items from other shops or restaurant which is not quoted by the buyers. If we consider the products supplied by Amazon, shop clues and other corporate dealing in online shopping, in some occasions the products delivered is changed from the specification by the buyers or defected products.

When the buyers get the products changed from their specification or defected products, they have to wait for further more days to get the right products. Few of the buyers due to less knowledge about the procedures they are in a position to use the same products. Regarding the food products many buyers experienced in consuming the food items from other restaurants. These types of problems should eliminate to satisfy the buyers. Nowadays all business are going towards consumer oriented. Hence to overcome the competition at any cost the business people should identify these types of problems and have to try to satisfy the needs and expectations of the buyers.

Significance of the Study

In olden days, all the businesses were carried out with the attitudes of business orientation. However, at present the entire situation is changed to consumer orientation. Every businessperson is trying to satisfy the desire of the end use consumers. Hence, the consumers should give due importance before framing the policies relating to the supply and delivery of the products. The consumer should get the correct products, which is ordered by them in online shopping. The corporate, who are involving in online trading, should ensure the delivery of correct products ordered in online shopping. This study is focusing on the perception of the consumers towards online shopping in India. The satisfaction of the buyers in online shopping will be evaluated. Further the attitudes of the consumers in online shopping will be given due attention and the problems faced by the respondents will be identified. Hence, this is study is inevitable in nature and need of the hour.

Objectives of the Study

- The Primary objective of the study is to find out the people’s attitude towards online shopping
- To analyze the factors influencing online shopping.
- To measure the level of satisfaction and the impact of advertisement of Online shopping.
- To find out the major problems faced by the customers towards online shopping.



Data Collection

When it comes to data collection there are two methods in general used by researchers to collect data, primary and secondary method. If we talk about primary data, it includes observation method, Interview/questionnaire method, case study method, projective techniques and sociometry. Secondary data is one, which is already collected by some other researcher not for the reason for particular study or research. We would like to go for primary data collection method that will include questionnaire from consumers as what are the factors that influence consumers to purchase online.

In this study, respondents took survey from 125 respondents in Tirupur town near Pushpa Theater and old Bus stand. Actually, the questionnaire is circulated among 140 respondents. But 15 respondents did not cooperate and did not return the questionnaire. Hence the researcher considered that 125 respondents for the survey. Here the respondents were selected at random using convenient sampling.

Table No.1, Showing the Gender of The Respondents

Sl.No	Gender	Frequency	Percent
1.	Male	77	61.6
2.	Female	48	38.4
	Total	125	100.0

The above table reveals that among the total respondents 61.6% of the respondents are male while the remaining 38.4% of the respondents are female.

Table No.2, Showing the Age of the Respondents

Sl.No	Age	Frequency	Percent
1.	18-25 years	39	31.2
2.	26-35 years	44	35.2
3.	36-45 years	24	19.2
4.	46- and above years	18	14.4
	Total	125	100.0

The above table shows that among the total respondents 35.2 % of the respondents belong to the age group of 26-35 years, 31.2% of the respondents are in the age of 18-25 years, 19.2% of the respondents are in the age group of 36-45 years and the remaining 14.4% of the respondents have the age of 46 and above years.

Table No.3, Showing the Educational Qualifications of the Respondents

Sl.No	Education	Frequency	Percent
1.	Up to 10th std	34	27.2
2.	Up to 12th std	42	33.6
3.	Degree level	31	24.8
4.	Professional courses	9	7.2
5.	Diploma and others	9	7.2
	Total	125	100.0



From the above table it is understood that 33.6% of the respondents have studied up to 12th standard, 27.2% of the respondents have studied up to 10th standard and 24.8% of the respondents are degree holders. 7.2% of the respondents have studied professional courses and diploma courses respectively.

Table No.4, Showing the Occupational Status of the Respondents

Sl.No	Marital status	Frequency	Percent
1.	Married	67	53.6
2.	Unmarried	37	29.6
3.	Widow/widower	12	9.6
4.	Divorce	9	7.2
	Total	125	100.0

From the above table it is inferred that among the total respondents 53.6% of the respondents are married, 29.6 % of the respondents are unmarried and 9.6 % of the respondents are widow/widower and 7.2% of the respondents got divorce from their spouse.

Table No.5, Showing the Occupation of the Respondents

Sl.No	Occupation	Frequency	Percent
1.	Student	21	16.8
2.	Business	26	20.8
3.	Lab our in-textile industry	36	28.8
4.	Lab our in other industry	15	12.0
5.	Employed in Government	9	7.2
6.	Employed in private	9	7.2
7.	Professional	9	7.2
	Total	125	100.0

The above table depicts that among the total respondents, 28.8 % of the respondents are labour in textile industry, 20.8% of the respondents have involved in business, 16.8% of the respondents are student, 7.2% of the respondents are government employees, employed in private sector and professionals respectively.

Association between Age of the Respondents and Their Opinion about The Select Variables In Online Shopping

Variables	Calculated value of Chi-square	D.o.f	Table Value	Result
Quality	21.630	12	21.026	S
Delivery charges	9.143	12	21.026	NS
Price	43.008	12	21.026	S



From the above table it is understood that among the select variables relating to online shopping the opinion of the respondents are closely associated for the variables such as quality and price of the goods in online shopping, as the calculated value of chi-square is bigger than the table value for 12 degrees of freedom at 5% level of significance where the opinion of the respondents are not significant for the variable delivery charges in the online shopping because of the calculated value of chi-square is smaller than the table value for 12 degrees of freedom at 5% level of significance level.

Findings

- Majority (61.6%) of the respondents are male
- Most (35.2 %) of the respondents belong to the age group of 26-35 years,
- Major proportion 33.6% of the respondents have studied up to 12th standard
- Most (53.6%) of the respondents are married
- Most (28.8 %) of the respondents are labour in textile industry
- Majority (39.2%) of the respondents are buying the goods through online shopping once in a month.
- Most of the (41.6%) respondents buy the electronic goods through online shopping.
- Most (40.8%) of the respondents have good opinion about the price of the goods purchased through online shopping.
- Majority (42.4%) of the respondents have good opinion about the quality of the products purchased through online shopping.
- Most (44.8%) of the respondents informed that the goods are delivered within three days.
- Majority (41.6%) of the respondents have good opinion about the packing of goods purchased through online shopping.
- Majority (38.4%) of the respondents' opined good for the variety of goods available in online shopping

Chi-Square Test

It is found that among the select variables relating to online shopping the opinion of the respondents are closely associated for the variables such as quality and price of the goods in online shopping, as the calculated value of chi-square is bigger than the table value for 12 degrees of freedom at 5% level of significance where the opinion of the respondents are not significant for the variable delivery charges in the online shopping because of the calculated value of chi-square is smaller than the table value for 12 degrees of freedom at 5% level of significance level.

5.2 Suggestions

Based on the findings of this study few suggestions are put forward to the needy group which will help the consumers and customers those who their products through online marketing.

Some of the respondents informed that more delivery charges collected in online marketing, hence the vendors in online marketing should try to modify the charges for delivery of the goods in online marketing.

Few respondents opined that in some occasions there are changes in the sample shown in the net before giving order and the real goods supplied in online marketing. Customer satisfaction is importance in all business. Hence the supplier or vendors in online marketing should ensure the delivery of right products based on the order given in online marketing.



Some of the respondents are not satisfied with the delivery system in online marketing. Hence the seller or suppliers in online marketing should ensure that the goods are delivered in time to the destination of the buyers.

Few respondents informed that when they electronic goods, in case of any problem in the products for repairing the goods they have to authorized service centers which are located far away from their residential area. So, the service centers for branded products may be opened to cover all the areas.

Conclusion

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. Therefore, our study has focused mainly on two research questions, i) what are factors that influence consumers to shop online and to see what factors are most attractive for online shoppers. ii) Who are online shoppers in terms of demography? We foresee that our findings will give a clear and wide picture to online retailers and will help them understand the specific factors that influence consumers to shop online, so they can build up their strategies to cater online shoppers in Tirupur. Further in modern scenario all the businesses are consumer oriented. All business people try satisfy the ultimate consumers or end users of the products. Hence the online vendors should give due attention to the needs and desires of the consumers and try satisfy the consumers in all possible way which will help to retain the existing customers and increase the potential customers in online marketing.

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