

Consumer perception towards Online Retailing in Tiruppur District

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ARTICLE DETAILS

Article History

Published Online: 07 August 2018

Keywords

Online retailers, Brick and Motor shop,
Socio-economic status, Optimization

ABSTRACT

Online retailing kept on solid development in 2018. The channel is greatly well known with buyers due to the comfort and low pricing online retailers can offer. Online retailers can increment their deals and benefits quicker than a brick and mortar shop as offering online offers the advantage of having an open store, twenty-four hours a day, seven days a week. Today's buyer has changed due to the changing business environment. This alter within the environment, requests increasingly optimization of the time. Buyer buying conduct has changed from comfort to consolation and from buying in stores to buying online. Statistic variables like instruction and socio-economic status of client take the advantage of innovation and incline toward to buy through online retailing. In any case, there are some factors security, unwavering quality & benefit, and references that have got to be considered in the event that the advertiser needs to spur their clients for online buys. This inquire about moreover points to discover out the key components that impact online buying conduct of shoppers and to recognize the determinants of online buy purposeful among clients.

1. Global Retailing Scenario and Indian Retail trends

Introduction

Retail implies products and administrations in little amounts specifically to the Clients. Retailing comprise of all exercises included in promoting of products and administrations specifically to shopper for their individual, family and family use. The Indian retailing industry is getting to be heightening competitive, as increasingly players are competing for the same set of clients. Retailing is one of the greatest divisions and it is seeing a transformation in India. The unused participant in retailing in India implies the starting of retail transformation.

The Global Retail Scenario

Retail has played a major part world over in expanding efficiency over a wide run of shopper merchandise and administrations .The affect can be best seen in nations like U.S.A., U.K., Mexico, Thailand and more as of late China. Economies of nations like Singapore, Malaysia, Hong Kong, Sri Lanka and Dubai are too intensely helped by the retail division. Retail is the second-largest industry within the Joined together States both in number of foundations and number of workers. It is additionally one of the biggest world-wide. The retail industry utilizes more than 22 million Americans and creates more than \$3 trillion in retail deal yearly. Retailing may be a U.S. \$7 trillion segment. Wal-Mart is the world's biggest retailer. As of now the world's biggest manager with over 1million partners, Wal-Mart uprooted oil mammoth Exxon Mobil as the world's biggest.

Company when it posted \$219 billion in deals for monetary 2001.Wal-Mart has ended up the foremost successful retail brand within the world due its ability to use estimate, showcase influence, and proficiency to make advertise dominance.Wal-Mart heads Fortune magazine list of best 500 companies within the world. Forbes Yearly List of Extremely rich people have the biggest number (45/497)

Retailing In India

Retailing in India is one of the columns of its economy and accounts for around 10 percent of its GDP. India is one of the fastest growing retail markets within the world, with 1.2 billion people. As of 2003, India's retailing industry was basically proprietor kept an eye on little shops. In 2010, bigger organize comfort stores and grocery stores accounted for almost 4 percent of the industry, and these were display as it were in expansive urban canters. Until 2011, Indian central government denied remote coordinate speculation (FDI) in multi-brand retail, precluding outside bunches from any proprietorship in general stores, stores or any retail outlets. Single-brand retail was 51% possession and a bureaucratic In January 2012, India endorsed changes for single-brand stores inviting anybody within the world to enhance in Indian retail showcase with 100% proprietorship, but forced the prerequisite that the single brand retailer source 30 percent of its merchandise from India.

The Indian Retail Industry

Retail industry in India contains a colossal development potential and openings existing in different division and portions. For a long time, the corner basic supply stores (kirana stores) were the single choice accessible to the customers. But with the LPG approach in 1991 the worldwide designs of retailing cleared their way in India. To protect the position within the advertise retailers have made an endeavour to draw in clients by advertising more up to date benefit measurements and making interesting shopping encounters for the clients. Discernments approximately these retailers are to a great extent decided by unmistakable characteristics of stores, such as organize or estimate, nearness, assortments accessible as well as intangible variables just like the store environment, complaint taking care of, etc.

The Indian Retail Scene

India could be a nation having one of the foremost unorganized retail markets. Traditionally it could be a family's business, with their shop within the front and house at the back, whereas they run the retail commerce. Purchasing control of Indian urban customer is developing and branded merchandise in categories like Apparels, Beauty care products, Shoes, Observes, Refreshments, Nourishment and indeed Adornments, are gradually getting to be way of life products that are broadly acknowledged by the urban Indian shopper.

Challenges of Retailing in India

In India the Retailing industry contains a long way to go, and to end up a genuinely thriving industry, retailing ought to cross the taking after hurdles.

- The primary challenge facing the organized retail division is the competition from unorganized sector.
- In retail division, Programmed endorsement isn't permitted for remote investment.
- Tax collection, which favours little retail businesses.
- Created supply chain and coordinates IT administration is missing in retail sector.
- Need of prepared work force

Global Retail V/S Indian Retail

Expansive organize retail businesses overwhelm the retail scene within the Joined together States and over Europe, in terms of retail space, categories, extend, brands, and volumes. Indian retail industry cannot trust to memorize much by only looking at the Western victory stories in retail. In retailing, the conventional wisdom utilized to be, that, the basic victory figure was area. But exact area now not things and geo-demographics are progressively getting to be unimportant. The driving numerous chain retailers, superstores and shopping centres make their claim middle of gravity, drawing in clients by car, transport, prepare or indeed by plane to wherever they are found.

2. Scope of the study

Online retailers can increment their deals and benefits speedier than a brick and mortar shop as offering online offers the advantage of having an open store, twenty-four hours a day, seven days a week. Offering online too permits retailers to show their stock in any portion of the world without extra cost. The Indian online retail showcase has had a dream run in later a long time when it comes to exchange esteem, in any case noteworthy challenges still stay. These challenges are anticipated to drive combination within the advertise. In case given with the correct administrative enablers and financial conditions playing out favourably, the online advertise opportunity might be considerably higher.

3. Objectives of the study

- To access the growth of online retailing in the study area.
- To investigate how socio-demographic factors affect consumers perception towards online retailing in the district of Tiruppur.

4. Review of Literature

Research comprises careful information of vital parameters which are key to the ponder. Each inquire about deliver on what has gone some time recently & its certain flaws will be carried forward by somebody however to come. The existing related writing was proved to be exceptionally valuable in getting an understanding the most targets of the investigate & in finalizing the strategy.

Chaitra Sharma (2015) examined Shopper Buying Behavior towards Online Shopping analyzed the characteristics of buying behavior of online customers. Buyer buying behavior in regard of online shopping was considered utilizing diverse socio-economic variables.

Asmatara & Chadrnahauns (2015) An observational consider analyze components influencing on online shopping conduct of customers that may be one of the foremost vital issues of e-commerce and showcasing field. Retail companies ought to begin taking measures to dispose of chance figure and construct believe in this shape of retail.

Aanchal Aggarwal & Dr. Smita Mishra (2014) Examination of Hazard Discernment of Buyers in E-Commerce: found that the components that influence online consumers' obtaining eagerly, one is seen hazard. It was troublesome to get it and anticipate people's responses to chance postured by online hazards.

Garima Malik & Abhinav Guptha (2013) within the ponder entitled "An Experimental Consider on Behavioral Aim of Shoppers in Online Shopping" found that the relations between purposeful to shop on line as subordinate variable and its antecedents. The information analysis and measurable tests within the investigation area showcases the reality that purposeful and buy behaviour within the online environment for items and administrations are driven by a set of components that are not continuously the same.

Srivastava, (2012) in his study showed that the overall customers' perception across urban and suburban was not varied. The customers were ready to pay higher prices for branded goods across the urban and suburban areas. They gave priority to purchase grocery from nearby shops while for purchasing of apparel they liked to travel some distance. The outcomes of the study showed that the exposure of marketing strategy through electronic and print media made the customers more choosey and knowledgeable.

5. Research Methodology

Research design is the specification of methods and procedures for acquiring the information needed. It is the operational pattern of frame work of the project that stipulates what information is to be collected from which sources and by what procedures. The descriptive study is typically concerned with determining frequency with something occurs or how variables vary together. This study is guided by an initial hypothesis. Primary data was the data originating by the research for the specific purpose of addressing problem. Here

primary data is collected, by using closed-ended and open-ended questionnaire, directly from the respondent

Sample size: This study has a sample of 630 respondents, which is selected at random to know the consumers perception towards online retailing.

Tools for Data Collection:

Primary data and secondary data have been used. Primary data were collected through the structured questionnaire and the secondary data were collected from various Books, Journals, Articles, Newspapers, Magazines and Websites. The data collected were further analyzed by using statistical tools like percentages, T test and Chi-square test.

Period of the study:

The data were collected for the period of three years coming from 2015 –2018.

6. Analyses and Discussion

1. Percentage Analysis, Simple bar diagram and Pie chart

The frequencies procedure provides statistics and graphical displays that are useful for describing many types of variables. For a first look at our data, the frequencies based on percentage are a good place to start. The frequencies report can be suppressed when a variable has many distinct values.

A pie chart (or a circle chart) is a circular statistical graphic, which is divided into slices to illustrate numerical proportion. In a pie chart, the arc length of each slice (and consequently its central angle and area), is proportional to the quantity it represents.

Personal factor (Gender) for consumer perception towards online retailing

The Table 1 and the Figure 1 describe that the personal classification (Gender) of the respondents for the study on the consumer perception towards online retailing with special reference to Tiruppur District of Tamilnadu.

Table-1

Table 1: Frequency of Gender					
Categories	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Male	309	49.0	49.0	49.0

Female	321	51.0	51.0	100.0
Total	630	100.0	100.0	

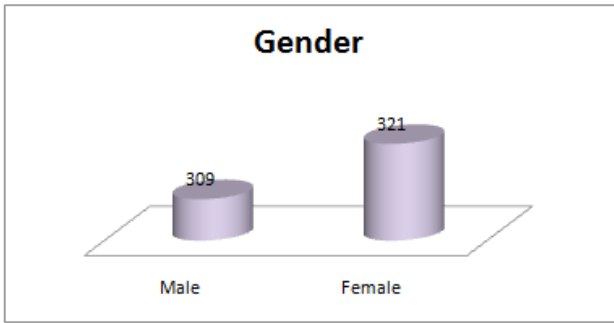


Figure 1: Frequency of Gender

2. Chi-square Analysis

The Chi square test is used in any study on social science and management for testing the independence of two attributes. In this section the results of chi-square analysis is presented by dividing the factors considered in the study as two groups. Each of the variables of perception among the people who living in Tiruppur is compared with the personal factors, chi square test are applied and the results are presented with suitable hypothesis and relevant interpretations.

- Level of preference of Internet shopping
- Level of making online purchase
- Level of degree of agreement
- Level of satisfaction towards ecommerce online shopping
- Level of perception in shopping
- Level of buying behaviour

To study the personal factors on preference of Internet shopping Hypothesis: The personal factors have no significant influence on preference of Internet shopping related variables.

The Tables 2 and Figure 2 describe overall scores and the results of chi-square analysis in terms of personal variables, chi-square values, p values and their significance on the study of preference of Internet shopping with special reference to Tiruppur District of Tamilnadu.

Table-2

Overall Scores – Personal variables on preference of Internet shopping

S.No	Personal Factors	Description	Overall Scores –Preference of Internet shopping			Total
			High	Medium	Low	
1	Gender	Male	100	142	67	309
		Female	102	147	72	321
Total			202	289	139	630
2	Age	Upto 25 years	51	65	33	149
		25-35 Years	57	77	39	173
		35-45 Years	44	73	27	144
		45-55 Years	28	43	24	95

		More than 55 Years	22	31	16	69
Total			202	289	139	630
3	Marital Status	Single	54	67	33	154
		Married	148	222	106	476
Total			202	289	139	630
4	Income	Below Rs.10000	33	38	17	88
		Rs.10001-Rs.20000	46	72	38	156
		Rs.20001 – Rs.30000	55	78	38	171
		Rs.30001-Rs.40000	34	53	20	107
		Above 40000	34	48	26	108
Total			202	289	139	630
5	Educational Qualification	Professional Degree	68	87	53	208
		Post Graduation	42	72	37	151
		Under Graduation	44	62	22	128
		Diploma	27	32	16	75
		Schooling	20	32	9	61
		Others	1	4	2	7
Total			202	289	139	630

Source: primary data

Table 2: Chi Square values – Personal variables on preference of Internet shopping

S.No	Personal variables	Chi-square Value	p values	Significant/ Not Significant
1	Gender	0.06	0.97	NS
2	Age	2.76	0.95	NS
3	Marital Status	0.86	0.65	NS
4	Monthly Income	3.08	0.93	NS
5	Educational Qualification	8.64	0.56	NS

S – Significant at 5% level (p value<= 0.05); NS – Not Significant at 5% level (p value>0.05)

3. Regression Analysis

The regressions Analysis is a functional relationship between a dependent variable and a set of independent variables.

In this section the results of multiple regressions analysis is presented between the dependent variable (personal factors) and the independent variables such as

- Level of preference of Internet shopping
- Level of making online purchase
- Level of degree of agreement
- Level of satisfaction towards ecommerce online shopping
- Level of perception in shopping
- Level of buying behaviour

One independent variable is introduced at each stage to assess the incremental values in the value of R2, which provide the percentage of explanation on the dependent variable.

Personal factor (Gender) on consumer perception towards online retailing Hypothesis: Personal factor (Gender) doesn't influence on consumer perception towards online retailing from the results of multiple regression analysis in terms of independent variables, the following Table 3 shows the calculated value for the coefficients and p-value for the study of personal classifications especially gender on the study of consumer perception towards online retailing among people in Tiruppur District.

Table-3 Results of multiple Regression Analysis

S.No	Dimensions of consumer perception towards online retailing	Calculated t-value	p- value	Significant/Not Significant
1	Level of preference of Internet shopping	0.03	0.98	NS
2	Level of making online purchase	-0.39	0.70	NS

3	Level of degree of agreement	-0.12	0.91	NS
4	Level of satisfaction towards ecommerce online shopping	2.68	0.01	S
5	Level of perception in shopping	0.08	0.93	NS
6	Level of buying behaviour	1.03	0.31	NS

S – Significant at 5% level ($p \text{ value} \leq 0.05$); NS – Not Significant at 5% level ($p \text{ value} > 0.05$)

7. Key findings of the study

- The frequency column reports stated that 309 (49%) respondents are in 'Male' group and 321 (51%) respondents are in 'Female' group participated in the study on the consumer perception towards online retailing and it is concluded that the female group (51%) is highly participated in the study on the consumer perception towards online retailing with special reference to Tiruppur District.
- It is found from the Table 2 that the hypothesis is accepted (Not Significant) in entire cases. It is concluded that the personal factors haven't significant influence on the global expansion in the study on the preference of Internet shopping with special reference to Tiruppur District.
- It is found from the Table 3 that the dimensions of consumer perception towards online retailing are rejected (Significant) in one case and the remaining cases are accepted (Not Significant) on the dependent variable (gender). It is concluded that the dimension 'Level of satisfaction towards ecommerce online shopping'

against the personal factor (gender) has influenced in the study of impact of consumer perception towards online retailing.

8. Conclusion

The perception of the buyer too has similitude and contrast based on their individual characteristics. The think about uncovers that generally the youths are connected to the web shopping and thus the senior individuals don't utilize web shopping much as compared to the more youthful ones. It highlights the truth that the youths between the age of 25-35 are for the most part balanced to prefer the web shopping. It is additionally found that the larger part of the people who shop online purchase dress materials online because it is cheaper compared to the showcase cost with different rebates and offers. The study too uncovers that the cost of the items have the foremost impacting figure online buy. The moment most impacting calculate is the comfort to purchase items through online retailing, the third most affecting calculate on online retailing purchase is to save time taken followed by delivery time and the next most affecting calculate is full confidence and accept, security of the information and charming description of goods showed up by composed retailers. The study highlights on the easy navigation and get to on the internet to people with time saving and to be more accommodating on online retailing.

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