

A Study on Consumer Perception towards Online Shopping at Coimbatore City

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ABSTRACT

Nowadays Online Shopping takes a Intermediate place to the buyer and the seller. The online customers are increasing day by day and the majority of online shopping is increased in the people. The consumer can purchase clothing, shoes, books, airline and events tickets, foods, computers hardware and so on. In this study analyze the customer perception towards online shopping in Coimbatore city. . In this study used convenient sampling method 100 respondents were selected and data were collected through structured questionnaire. On the basis of data analysis is found that most of the customers were perceived that online shopping is better option than manual shopping and satisfied with their online shopping transactions.

1. Introduction

In Online shopping most of the technologies are using to sell the products and also the availability of the product are increasing in the online. In online shopping the service motive provide to make satisfaction level of the consumers. Comparing to the traditional method of shopping the online shopping makes the consumer reduce the time period. Most of the Ladies and men's in the working field they like to purchase in the online shopping. A to Z products are available in the online. The Payment mode is in the Internet banking or debit cards are using in the shopping.

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-shop, e-store, Internet shop, web-shop, web-store, online store, and virtual store. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. Suppose where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest online retailing corporations are eBay and Amazon both based in the United States.

2. Review of Literature

Banu et al, (2014) estate that online shopping have a good future in India because Indian consumers are doing more online shopping. The study found that people purchased items at least in six month and they participated in online shopping and very interested in online shopping.

Aggarwal (2013) found that online shopping is directly affected through various factors like age, gender, education and income and shows that there is strong relationship between age and attitude towards online shopping.

Kanwal Gurleen. (2012) focused on the understanding of demographic profiles of adopters and non-adopters of online shopping. For this purpose the data from 400 respondents was collected in the form of questionnaires. The study has been conducted in 3 cities of Punjab, a sample of urban respondents were selected from the Jalandhar, Ludhiana and Amritsar The paper also analyses the various reasons for adoption and non-adoption of online shopping.

Iqbal (2012) try to find out the perception in developing countries toward online shopping. It was found that there is no significant relationship between perceived risk and online shopping and developing countries are more participative in online shopping.

Azadavar (2011) studied that many factor have influence from online shopping. The causal model explains that Trust and customer service have greatly positive impact on online shopping and security, price, information, trust, and convenience are very important in online shopping.

3. Objectives of the Study

- To know customer perception towards online shopping.
- To determine the factor affecting in online shopping.

4. Research Methodology

In this study used descriptive research design to measure the involvement level. Convenient sampling technique was used for selecting respondents. The data were collected through structured questionnaire and sample size taken as 100 respondents from Coimbatore.

5. Analysis and Interpretation

Table 1: democratic profile of the respondents

Gender	Frequency
Male	43

Female	57
Age	
15-20	23
20-25	40
25-30	27
30-40	10
Occupation	
Student	52
Business	12
Service	36

From the table.1 demographic profile of the respondent shows that out of 100 respondents 43% were male and 57% were female. Mostly buying female respondents in online shopping. The age group is concerned 25-30 age respondents were 27% and majority of respondents 20-25 age group people prefer in online shopping. The students 52% respondents were buying online shopping and service 36% respondents are there.

Table 2: Preference of Shopping through Different Modes

Modes	Frequency	Percent	Cumulative Percent
Shopping Mall	30	30.0	30.0
Internet	28	28.0	58.0
Retailer shop	42	42.0	100.0

From the above table2 preference of online shopping through different modes shows that out of 100 respondents 28% of respondents shopping through the internet, 42% of respondents prefer in retailers shopping.

Table3: Visit of Online Shopping Website

	Frequency	Percent	Cumulative Percent
Yes	86	86.0	86.0
No	14	14.0	100.0

From the table.3 clear that 86% of respondents were continuously visited the online shopping remaining 14 % of respondents have not yet visited any shopping websites.

Table4: Complexity towards Online Shopping

	Frequency	Percent	Cumulative Percent
Very Easy	18	18.0	18.0
Easy and Simple	52	52.0	70.0
Complex	24	24.0	94.0
Very Complex	6	6.0	100.0

From the table 4 Analysis that 52% of the respondents having perception on online shopping easy and simple and 24% of the respondents says online shopping is complex

Table5: Amount of money spend through Online Shopping

	Frequency	Percent	Cumulative Percent
Below Rs.500	12	12.0	12.0
Rs.500 – 1500	47	47.0	59.0
Rs. 1500- 2500	23	23.0	82.0
Rs. 2500 and above	18	18.0	100.0

From the above table.5 the clear that 47% of respondents spend maximum amount of money Rs.500 - 1500 on online shopping and 12% of respondents would like to spend the below Rs.500 on online purchases.

Table6. Factors Influencing Online Shopping

S.No	Factors
1	Transaction security
2	Personal Privacy
3	Product Price
4	Product Quality
5	All time shopping accessibility
6	Promotion and Advertisement
7	Payment Mode
8	Delivery Time
9	Difficulty in Returning Product
10	After Sales and Services

Table.7 Perception of People towards Transaction Security

	Frequency	Percent	Cumulative Percent
Strongly disagree	6	6.0	6.0
Disagree	15	15.0	21.0
Indifferent	10	10.0	31.0
Agree	42	42.0	73.0
Strongly agree	27	27.0	100.0

From the above table.7 analysis that 42% of respondents are agree the transaction is secured and 27% of respondents strongly agree transaction security is important in online shopping, 6% of respondents are strongly disagree with respect to transaction security.

Table.8 Perception of People towards Product Price

	Frequency	Percent	Cumulative Percent
Strongly disagree	4	4.0	4.0
Disagree	9	9.0	13.0
Indifferent	22	22.0	35.0
Agree	46	46.0	81.0
Strongly agree	19	19.0	100.0

From the table.8 examined 46 % of respondents are agree with product price and 22% respondents are indifferent as far as product price is concerned, 4% of respondents are strongly disagree product price in online shopping.

Table.9 Perception of People towards Product Quantity

	Frequency	Percent	Cumulative Percent
Strongly disagree	7	7.0	7.0
Disagree	10	10.0	17.0
Indifferent	23	23.0	40.0
Agree	38	38.0	78.0
Strongly agree	22	22.0	100.0

From the table.9 analysis that 35% of the respondents are agree that product quality is important and 23% of respondents indifferent the product quality, 7% respondents strongly disagree as far as the product quality on online shopping.

Table.10 Perception of People towards Returning Goods through Online Shopping

	Frequency	Percent	Cumulative Percent
Strongly disagree	7	7.0	7.0
Disagree	13	13.0	20.0

Indifferent	15	15.0	35.0
Agree	37	37.0	72.0
Strongly agree	28	28.0	100.0

From table.10 shows 37% respondents agree with difficult in returning goods through online mode shopping where as 13% of the respondents are disagree on the point of returning goods.

6. Conclusion

Online shopping is becoming common in today's human life. In this study analysed majority of the people were agreed that transaction security, personal privacy, product price, comparison are important factor influencing in online shopping. The result of study most of customer believed that online shopping is better opinion than manual shopping. To growth online shopping the seller to provide more offers, discount, and more variety, after sales services in order to attract more people to make an online purchase decision.

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