



## A STUDY ON CUSTOMER PRRECTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO K.K. NAGAR, TIRUICHIRAPPALLI DISTRIST

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### ABSTRACT :

*Shopping is a type of electronic trade which enables purchasers to specifically purchase merchandise or administrations from a vender over the web utilizing an internet browser. Alternative names are: e-web-store, e-shop, e-tore, Internet shop, Web-shop, Web-store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or application.*

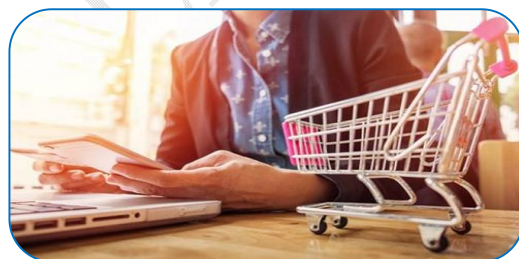
*An online shop brings out the physical similarity of purchasing items or administrations at a blocks and-engine retailer or strip mall; the procedure is called business-to-shopper (B2C) web based shopping For the situation where a business purchases from another business, the procedure is called business-to-business (B2C) internet shopping. The biggest of these web based retailing organizations are Alabama, Amazon.com and eBay. Retail success is no longer all about physical stores. This is evident because of the increase in retailers now offering online store interfaces for consumers. With the growth of new market footprint coverage opportunities for stores that can appropriately cater to offshore market demands and service requirements.*

*Online shopping is defined as the process a customer takes to purchase a service or product over the internet. In other words, a consumer may at his or her leisure buy from the comfort of their own home products from an online store. This concept was first demonstrated before the World Wide Web (WWW) was in use with real time transaction processed from a domestic television. The empirical results show that consumers preferred to accept on line purchasing portals for their purchases whenever they perceived that the determinants like product preference through the respective purchasing portals, variety options available in the portals and convenience of online shopping and in accordance to their preferences.*

**KEYWORDS :** market demands and service requirements , World Wide Web.

### I. INTRODUCTION

Electronic commerce becomes one of the essential characteristics in the internet area. According to UCLA Centre for communication policy (2001), online shopping has become the third most popular internet activity, immediately following e-mail Using/instant messaging and web browsing. It is even more popular than seeking out entertainment information and news, two commonly thought of activities when



considering what internet users do when online. Web based shopping is the way toward purchasing products and ventures from traders who move on the Internet. Since the rise of the World Wide Web, traders have tried to pitch their items to individuals who surf the Internet. Customers can visit web stores from the solace of their homes and shop as they sit before the PC Now daily, web based shopping has

turned out to be mainstream among individuals, they have progressed toward becoming techno canny and feel entirely good in utilizing web. So web based shopping has turning into a pattern that is the reason it is important to make an examination on web based shopping utilization and recognition. The main aim of this research is to study the perception of the customers towards online shopping and also discriminate this perception gender wise. Clients utilize the Internet not exclusively to purchase the item on the web, yet additionally to think about costs, item includes and after deal benefit offices they will get in the event that they buy the item from a specific store. Numerous specialists are hopeful about the possibility of online business.

## II. LITERATURE REVIEW

**MitraKarami** (2006) Studied about Factors Influencing Adoption of Online Ticketing endeavors to investigate the variables that influence the aim to buy train tickets through web. Innovation acknowledgment display was picked as the premise of structure of this investigation to clarify travelers acknowledgment through their expectations to purchase tickets on the web and to justify their aims regarding mentality, saw handiness, and saw usability, abstract standards, saw conduct control and trust. Study was directed to accumulate the information. The measures and speculations were dissected utilizing incomplete least square procedure. Results demonstrate that social variables, saw conduct control, frame of mind and trust fundamentally impact traveler's aim towards receiving web ticketing.

**Sita Mishra** (2007) Study looks at "Buyers Attitude towards Online Shopping for apparel" inspects the statistic qualities of online purchasers and their frame of mind towards web based shopping conduct for dress. This investigation depends on an example of 200 web clients in NCR Delhi. The discoveries demonstrate that buyers have inspirational frame of mind towards internet shopping however low mentality towards online buy of garments. The investigation demonstrates that city and sex don't influence customers' disposition yet age and salary shows a huge affiliation. The issue of trust appreciates capacity and preliminary strategy is by all accounts significant worries for the customers yet comfort and innovative progression assume a noteworthy job in web based shopping.

**Ramalingam** (2008) conduct of purchasers towards web based shopping. The example of 150 respondents was chosen from different revolves in around Madurai. It was discovered that lion's share of respondents inspired by internet Shopping fall in the age gathering of 25-40. Male respondents ruled in web based shopping while at the same time contrasting and females. The prevalent purchasers are having month to month salary of not as much as Rs. 10000. Greater part of respondents buys are for their very own utilization. Disc/DVD is the as often as possible obtained by the vast majority of the respondents. Infrequent customers are more in the numbers. Efficient is the primary purpose behind buying through on the web. The most affecting companion gather for internet shopping is the 'companion'. The greater part of the respondents used the yahoo site in the investigation. The dimension of fulfillment of the greater part of the respondents is neither fulfilled nor disappointed. There are sure issues, for example, security of information transmission, protection insurance, and to enhance the lawful foundation in the nation.

## III RESEARCH METHODOLOGY

**Objectives of the Study:** To identify the preference of online shoppers towards online shopping, to investigate how socio-demographic affect consumers preference towards online shopping. To discover the key factors that influence online buying behaviour of consumers, to identify the determinants of online purchase intention among customers.

**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, ANOVA and regression analysis.

**Hypotheses:** There is no significant association between online shopping factors and usage of the respondents. There is no significant association between online shopping factors and qualification of the respondents.

**Limitation of the study:** The study is mainly based on convenient sampling method. It was also very difficult to obtain necessary information from the customer, because they are reluctant to disclose all the information. The study is limited to Tiruchirappalli area. The findings of the study cannot be extending to other areas. The study is focused to the customer point of view only.

**TABLE 1**  
**Difference between Online Shopping Factors and Users of Online Shopping**

**NULL HYPOTHESIS:** *There is no significant difference between online shopping factors and usage of the respondents.*

Factors		Sum of Squares	Df	Mean Square	F	Sig.	Result
Market crowd	Between Groups	5.615	3	1.872	1.574	.206	Insignificant
	Within Groups	66.568	56	1.189			
	Total	72.183	59				
More convenient	Between Groups	17.639	3	5.880	3.319	.026	Significant at 5% level
	Within Groups	99.211	56	1.772			
	Total	116.850	59				
Saves time and energy	Between Groups	35.094	3	11.698	11.512	.000	Significant at 1% level
	Within Groups	56.906	56	1.016			
	Total	92.000	59				
Less pressure of sales people	Between Groups	21.272	3	7.091	4.237	.009	Significant at 1% level
	Within Groups	93.711	56	1.673			
	Total	114.983	59				
Easy shopping	Between Groups	1.337	3	.446	.281	.839	Insignificant
	Within Groups	88.846	56	1.587			
	Total	90.183	59				
Little effort shopping	Between Groups	3.632	3	1.211	.598	.619	Insignificant
	Within Groups	113.302	56	2.023			
	Total	116.933	59				
Less mental effort	Between Groups	7.194	3	2.398	1.373	.260	Insignificant
	Within Groups	97.790	56	1.746			
	Total	104.983	59				
Compatible with life style	Between Groups	17.237	3	5.746	3.861	.014	Significant at 5% level
	Within Groups	83.346	56	1.488			
	Total	100.583	59				
Products as photos and multimedia files	Between Groups	9.861	3	3.287	1.658	.186	Insignificant
	Within Groups	110.989	56	1.982			
	Total	120.850	59				
Sign of modernity	Between Groups	4.877	3	1.626	1.142	.340	Insignificant
	Within Groups	79.706	56	1.423			
	Total	84.583	59				
Quality and quantity	Between Groups	10.019	3	3.340	3.670	.017	Significant at 5% level
	Within Groups	50.964	56	.910			
	Total	60.983	59				
Product guarantees	Between Groups	23.720	3	7.907	5.270	.003	Significant at 1% level
	Within Groups	84.013	56	1.500			
	Total	107.733	59				

**Result:** There is a significant association between more convenient, saves time and energy, less pressure of sales people, compatible with life style, quality and quantity and product guarantee and the users of online shopping.

**TABLE 2**  
**Difference between Online Shopping Factors and Qualification of the Respondents**

**NULL HYPOTHESIS:** *There is no significant difference between online shopping factors and qualification of the respondents.*

Factors		Sum of Squares	Df	Mean Square	F	Sig.	Result
Market crowd	Between Groups	25.257	3	8.419	5.552	.002	Significant at 1% level
	Within Groups	84.926	56	1.517			
	Total	110.183	59				
More convenient	Between Groups	22.122	3	7.374	4.650	.006	Significant at 1% level
	Within Groups	88.811	56	1.586			
	Total	110.933	59				
Saves time and energy	Between Groups	32.541	3	10.847	7.903	.000	Significant at 1% level
	Within Groups	76.859	56	1.372			
	Total	109.400	59				
Less pressure of sales people	Between Groups	15.226	3	5.075	7.296	.000	Significant at 1% level
	Within Groups	38.957	56	.696			
	Total	54.183	59				
Easy shopping	Between Groups	15.103	3	5.034	3.223	.029	Significant at 5% level
	Within Groups	87.480	56	1.562			
	Total	102.583	59				
Little effort shopping	Between Groups	25.365	3	8.455	6.975	.000	Significant at 1% level
	Within Groups	67.885	56	1.212			
	Total	93.250	59				
Less mental effort	Between Groups	.665	3	.222	.115	.951	Insignificant
	Within Groups	107.919	56	1.927			
	Total	108.583	59				
Compatible with life style	Between Groups	15.506	3	5.169	4.371	.008	Significant at 1% level
	Within Groups	66.227	56	1.183			
	Total	81.733	59				
Products as photos and multimedia files	Between Groups	23.668	3	7.889	4.954	.004	Significant at 1% level
	Within Groups	89.182	56	1.593			
	Total	112.850	59				
Sign of modernity	Between Groups	4.876	3	1.625	.855	.470	Insignificant
	Within Groups	106.457	56	1.901			
	Total	111.333	59				
Quality and quantity	Between Groups	10.019	3	3.340	3.670	.017	Significant at 5% level
	Within Groups	50.964	56	.910			
	Total	60.983	59				
Product guarantees	Between Groups	23.720	3	7.907	5.270	.003	Significant at 1% level
	Within Groups	84.013	56	1.500			
	Total	107.733	59				

**Result:** There is a significant association between more convenient, saves time and energy, less pressure of sales people, compatible with life style, quality and quantity, market crowd, easy shopping, little effort shopping, product as photos and multimedia files and product guarantee and qualification of the respondents.

**TABLE 3**  
**Factors Determining Online Shopping Towards Customer Satisfaction:**

In order to assess the influencing of online shopping towards customer satisfaction multiple regressions analysis has been used. Table No. 13 illustrates the results of the multiple regression analysis.

**Independent Variable:** market crowd, convenience, time saving, sales pressure, easy shopping, little effort, less mental effort, compatible life style, product guarantee, product delivery and product as photos and multimedia files.

**Dependent Variable:** Customer satisfaction

Factors	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.390	.910		2.625	.012
MARKET CROWD	.808	.125	.697	6.479	.000
MORE CONVENIENT	.500	.081	.549	6.147	.000
SAVES TIME AND ENERGY	.020	.088	.020	.232	.817
LESS PRESSURE OF SALES PEOPLE	-.399	.085	-.435	-4.686	.000
EASY SHOPPING	-.130	.101	-.125	-1.292	.203
LITTLE EFFORT SHOPPING	.177	.121	.195	1.468	.149
LESS MENTAL EFFORT	-.039	.078	-.040	-.494	.624
COMPATIBLE WITH LIFE STYLE	-.376	.106	-.383	-3.560	.001
PRODUCTS AS PHOTOS AND MULTIMEDIA FILES	.357	.072	.399	4.956	.000
SIGN OF MODERNITY	-.276	.097	-.258	-2.856	.006
QUALITY AND QUANTITY	-.286	.117	-.227	-2.453	.018
PRODUCT GUARANTEES	.133	.091	.140	1.461	.151
PRODUCT DELIVERY	-.157	.111	-.168	-1.411	.165

**Multiple R = 0.889    F-Value = 13.382    d.f. (23,46)    p> 0.01    R<sup>2</sup>=0.791**

The above table result shows the variables such as market crowd, more convenient, less pressure of sales people, compatible with life style, products as photos and multi-media effects, sign of modernity and quality and quantity of the product reached the significant level. Hence, it is concluded that there is a significant association between market crowd, more convenient, less pressure of sales people, compatible with life style, products as photos and multi-media effects, sign of modernity and quality and quantity of the product and customer satisfaction towards online shopping. It is concluded that now a day's customers in a position to adopt e-banking facilities due to change in technology.

**IV.FINDINGS:**

41.7% of the respondents strongly agreed that easy shopping is possible in online shopping, 30% of the respondents strongly agreed online shopping involves little effort. 35% of the respondents strongly agreed online shopping involves less mental effort to complete the transaction. 43.3% of the respondents strongly agreed online shopping is more compatible with life style. 33.3% of the respondents strongly agreed that online shoppers show products photos with multimedia files in order to give clear picture of the products. 43.3% of the respondents strongly agreed online shopping is a sign of modernity for today's life 50% of the respondents strongly agreed online shoppers delivers the products as the same quality and quantity ordered. 35% of the respondents were strongly agreed that shipping charges are very high while shop on online. 58.3% of the respondents are fully satisfied with the products, services etc., provided by the online shoppers, 31.7% of the respondents agreed that their expectations are fulfilled through online shopping. 38.3% of the respondents agreed that they surely recommend others to shop on online. There is a significant association between more convenient, saves time and energy, less pressure of sales people,

compatible with life style, quality and quantity, market crowd, easy shopping, little effort shopping, product as photos and multimedia files and product guarantee and qualification of the respondents. There is a significant association between market crowd, more convenient, less pressure of sales people, compatible with life style, products as photos and multi-media effects, sign of modernity and quality and quantity of the product and customer satisfaction towards online shopping.

#### V.SUGGESTIONS:

The following suggestions are recommended for enhancing customer perception towards online shopping.

- Online shopper should take necessary steps to create awareness among the public about the advantages of online shopping.
- The online shopping should be enhanced to make the online enquiry and online payment much easier to the customers.
- Online shopping should improve their online services to compete with their private sector counterparts.
- Most of the customers have not availed of the online shopping services because they do not trust the internet channel presuming it as complicated. So online may set up a team of personnel to train the customers to get acquainted with internet channel.
- The online shopping customers have perceived the risk of getting wrong information from online shopping services. These illusions should be removed from the minds of the customers by college students as these factors are the barriers for most of the customers for not adopting these services.
- Though online shopping is convenient and easy to use, customers are afraid of adopting these services because they think that using these “services are difficult and complicated”. So, on-site training can be provided to the bank customers who intend to use online shopping services.

#### VI CONCLUSION:

This study investigates the determinants that are responsible for choosing of the online purchasing portals by the consumers whenever they decide for purchasing products. Furthermore, the study was taken ahead with the conclusions drawn from the empirical survey and developing innovations important for the online purchasing portals. The empirical results show that consumers preferred to accept on line purchasing portals for their purchases whenever they perceived that the determinants like product preference through the respective purchasing portals, variety options available in the portals and convenience of online shopping and in accordance to their preferences. This examination demonstrates that web based shopping is having splendid future in India. Discernment towards web based shopping is showing signs of improvement in India. With the utilization of web, customers can shop anyplace, anything and whenever with simple and safe installment alternatives. Customers can do correlation shopping between items, just as, online stores.

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