



CONSUMER PERCEPTION AND SATISFACTION TOWARDS ONLINE SHOPPING

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ABSTRACT :

Online shopping is the way toward purchasing products and ventures from shippers who move on the Internet. Since the rise of the World Wide Web, traders have looked 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 famous among individuals, they have moved toward becoming techno smart and feel entirely great in utilizing web. So internet shopping has turning into a pattern that is the reason it is important to make an investigation on web based shopping utilization and discernment. For this reason, with help of advantageous testing technique 150 respondents were chosen and information were gathered through organized poll. Based on information examination it is discovered that the greater part of the customer were seen that internet shopping is preferable choice over manual shopping and a large portion of the clients were happy with their web based shopping exchanges. Customer is getting to their net at their home and office/school. Generally clients are purchasing dress, gadgets things and frill. Most disturbing boundary for internet shopping was clients need to give their charge card number and they can't see items by and by. Customer concur with the explanation that internet shopping is more costly than manual shopping, its set aside greater opportunity to convey the items and they are confronting issues while making on the web buys.

KEYWORDS : Online shopping needs, trends and development.

INTRODUCTION

Online shopping is otherwise called Internet shopping. Online shopping is where buyers buy items or administrations over the Internet. It is a system of connected PCs empowering a large number of individuals to impart and look for data and in addition to move and purchase items. Online based shopping is an ongoing marvel. The declining cost of PCs, the improvement of web search tools and the customers developing enthusiasm for the web have empowered web based shopping to collect noteworthy consideration lately. Online based shopping is turning into a very much acknowledged approach to buy an extensive variety of items and administrations. It offers another condition recognized from the conventional methods for working together. It permits looking for required items without setting off to the store physically.

Online shopping is incredible in light of the fact that individuals can shop 24 hours every day without leaving their home or work put. The web is being



produced quickly since most recent two decades and with pertinent computerized economy that is driven by data innovation likewise is being created around the world. After a long haul advancement of Online, which quickly expanded the clients and rapid web association and some new innovation additionally have been created and utilized for web growing, in this manner firms can advance and improve pictures of item and administrations through site. Accordingly, point by point item data and enhanced administrations draw in an ever increasing number of clients. Individuals' conduct has transformed from the conventional mode to web shopping. Then again, more organizations have understood that the buyer conduct change is an unavoidable pattern and along these lines have changed their showcasing technique. As the ongoing looks into have shown that the web shopping especially in business to shopper has forcefully expanded and web based shopping has turned out to be more famous.

Online shopping has developed in prominence throughout the years, chiefly in light of the fact that individuals think that it's advantageous and simple to shop from the solace of their home or office. A standout amongst the most alluring element of web based shopping, especially amid a Christmas season, is it lightens the need to hold up in long queues or scan from store to store for a specific thing.

NEED FOR ONLINE SHOPPING

Barely any improvements have adjusted India's way of life more rapidly and more totally than the Internet. Online access has empowered individuals from all kinds of different backgrounds to bring whole libraries, excitement settings, post workplaces and money related focuses to a work environment, to a work area or to a shirt stash. The Internet's biggest and most significant effect might just be en route buyers look for everything from endowments, devices and basic needs to garments, vehicles, and travels. The straightforwardness and determination that the Internet gives to customers has changed the substance of retailing. To an ever increasing extent, buyers visit a store's Web webpage to settle on their decisions previously venturing out to the store itself; and in a quickly swelling tide, numerous customers are bypassing the store out and out and requesting on the web specifically from the Web locales of their most loved brands and outlets.

REVIEW OF LITERATURE

Ajay Kumar, Anil Kumar Kashyap (2018), in their study "**Leveraging utilitarian perspective of online shopping to motivate online shoppers**", The Purpose of this paper is Shopping motivation has been extensively explored in traditional marketing context but less in online shopping. Utilitarian attribute of online shopping is one of the success factors of e-retailing. The purpose of this paper is to explore the utilitarian shopping motivation in online shopping and validates these factors through confirmatory factor analysis (CFA) in the Indian context.

Urvashi Tandon, Ravi Kiran, Ash Sah (2017), in their study "**Analyzing customer satisfaction: users perspective towards online shopping**", this study aims to identify and analyze the key determinants influencing customer satisfaction towards online shopping in India.

STATEMENT OF THE PROBLEM

Online based shopping is one of the significant parts of the energetic and dynamic internet business that has developed a far cry in India. From the viewpoint, the client mindfulness and fulfilment have all the earmarks of being certain for web based shopping, but thinks about on internet shopping are required to examination and mention nearer objective fact on the innovation and the client conduct to better the appropriate innovation and client encounter. This would prompt positive system of framework, helping each other nerveless, there is a hole between online the web based shopping innovation and client mindfulness and fulfilment.

OBJECTIVES OF THE STUDY

- To Study the trend and development of online shopping in the present scenario.

➤ To Identify the influencing factors for preferring online shopping.

SCOPE OF THE STUDY

The potential outcomes for the investigation of cooperation between the web based shopping innovation and clients are wide and shifted. From among the complex accessible variations, the present examination has set its extension on the client mindfulness and fulfilment towards internet shopping on the grounds that web based shopping in India is in a developing stage, which implies that not all clients know about web based shopping techniques. The items and administration gave in the web based shopping are expansive. The present investigation covers the item and administration like Clothing, Book and magazines, Accessories, Groceries, Electronic merchandise, Furniture things, Gift, Cosmetics, Household, Sports and diversions, Footwear that are more common in on the web.

STATISTICAL TOOLS APPLIED

- Percentage analysis
- Friedman test

HYPOTHESIS

- a. There is no significant relationship between the occupation of the respondents and main purpose for using online shopping.
- b. There is a significant Relationship between the qualification and favourite online shopping website.
- c. There is no significant Relationship between the occupation and favourite online shopping website.
- d. There is no significant Relationship between the monthly family income and amount spends on online shopping per month.

TABLE 4.1
CLASSIFICATION OF RESPONDENT BASED ON GENDER

GENDER	FREQUENCY	PERCENT
Male	74	49.3
Female	76	50.7
Total	150	100.0

Source: primary data

INTERPRETATION

From table 4.1 it is clear that 76(50.7%) of the respondent are female, and 74(49.3%) of the respondent are male.

CHART: 4.1

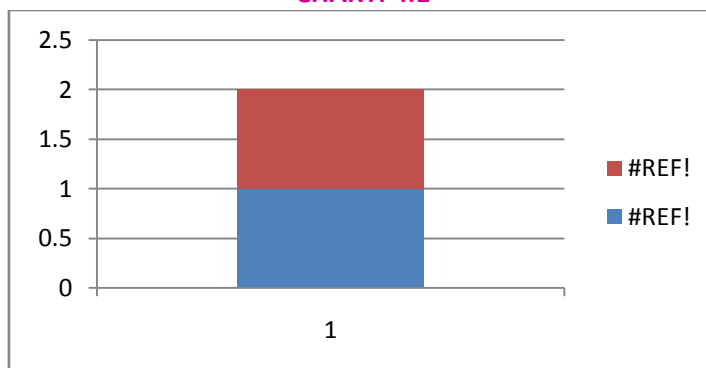


TABLE 4.2
CLASSIFICATION OF RESPONDENT BASED ON AGE

AGE	FREQUENCY	PERCENT
Below 25 years	44	29.3
26-35 years	65	43.3
36-45 years	25	16.7
Above 45 years	16	10.7
Total	150	100.0

Source: primary data

INTERPRETATION

out of 150 respondent surveyed, 65(43.3%) of the respondents falls under age group of 26-35 years, 44(29.3%) of the respondent falls under the age group of below 25 years, 25(16.7%) of the respondent fall under the group of 36-45 years, 16(10.7%) of the respondents fall under the age group of 45 and above

CHART: 4.2

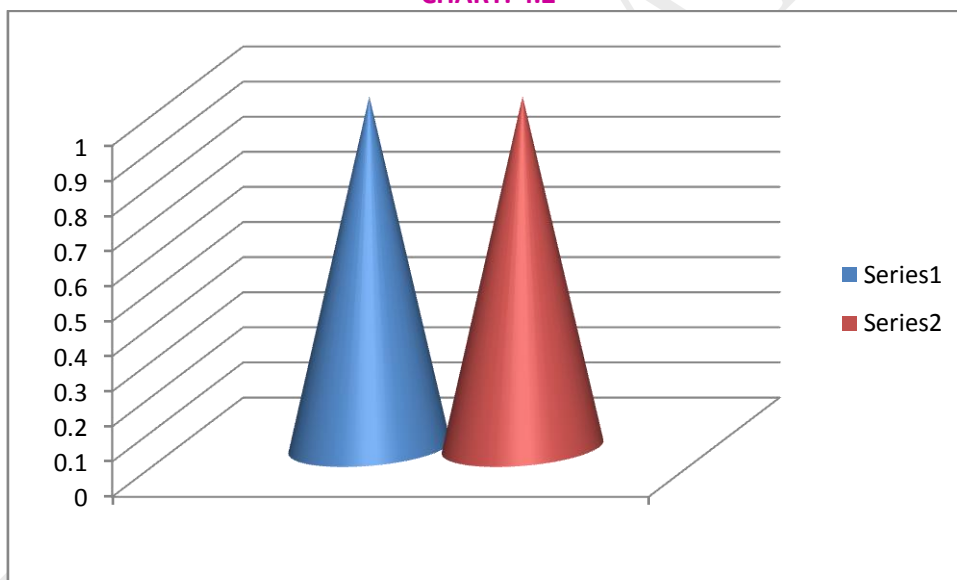


TABLE 4.3
EDUCATIONAL BACKGROUND OF THE RESPONDENTS

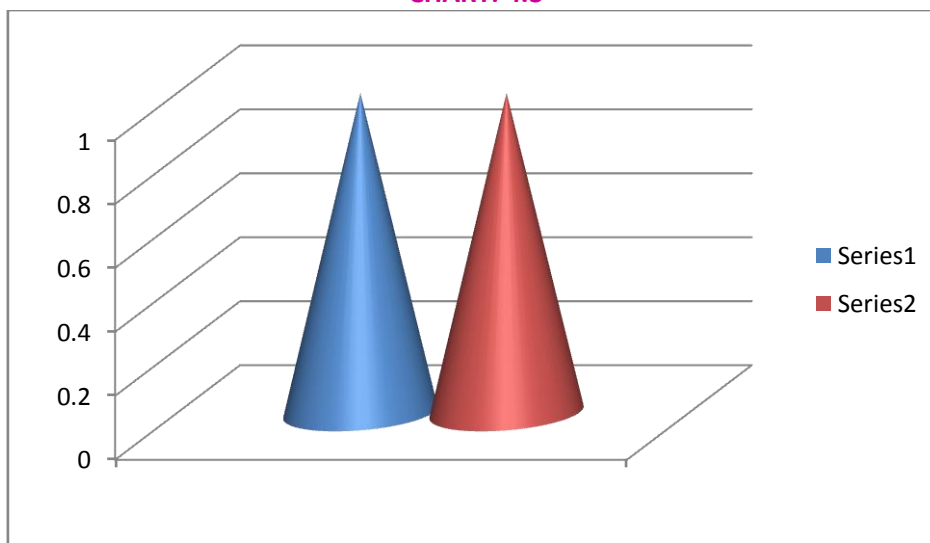
QUALIFICATION	FREQUENCY	PERCENT
SSLC	11	7.3
HSC	8	5.3
UG	66	44.0
PG	65	43.3
Total	150	100.0

Source: primary data

INTERPRETATION

Table 4.3 depicts that out of 150 respondents,66(44%) of the respondents are UG,65(43.3%)of the respondent are PG,11(7.3%)of the respondents are SSLC,8(5.3%) of the respondents are HSC.

CHART: 4.3



EDUCATIONAL BACKGROUND OF THE RESPONDENTS

The customer preference is the one of the most important in marketing. Which required knowledge about the brands and products. Knowledge about the brand and product differs from person on the basis of their educational background. Hence the researcher analyses the respondents is shown in the table 4.3

FRIEDMAN TEST:

The Friedman test is the non-parametric alternative to the one-way ANOVA with repeated measures. It is used to test for differences between groups when the dependent variable being measured is ordinal. It can also be used for continuous data that has violated the assumptions necessary to run the one-way ANOVA with repeated measures (e.g., data that has marked deviations from normality). The Friedman test compares the mean rank between the related groups and indicates how the groups different, and it is included for this reason.

SOURCES OF AWARENESS ABOUT THE ONLINE SHOPPING

The respondents also classified on the basis of their sources of awareness about the online shopping as presented in table 4.4

TABLE 4.4
SOURCES OF AWARENESS ABOUT THE ONLINE SHOPPING

Particular	Mean Rank	Mean
Internet advertisement	2.37	6
Promotional mails	3.41	4
Newspaper and magazine	2.91	5
Friends and relative	3.84	3
Television advertisement	4.03	2
Social media	4.44	1

Source: primary data

INTERPRETATION

Inferred from table 4.16 Social media is the rank first the respondents know about the online shopping, Television advertisement is the rank second the respondents know about the online shopping, Friends and relative is the rank third the respondents know about the online shopping, Promotional mails is the rank fourth the respondents know about the online shopping, Newspaper and magazine is the rank fifth the respondents know about the online shopping, Internet advertisement is the rank sixth the respondents know about the online shopping.

4.5. FACTOR INFLUENCING THE RESPONDENT DECISION MAKING IN FINAL SELECTION OF THE PRODUCT

To analyze the factors which influence the respondent’s decision making in the final selection of the product, ranking method has been applied

**TABLE: 4.5
FACTOR INFLUENCING THE RESPONDENT DECISION MAKING IN FINAL SELECTION OF THE PRODUCT**

Particular	Mean Rank	Rank
Time and money saving	3.12	7
Convenience	3.72	5
Influence of friends	3.34	6
Less availability in local stores	3.75	4
User rating and testimonials	4.31	3
Security of payment	4.53	2
Getting latest product information	5.23	1

Source: primary data

INTERPRETATION

It is understood from the above table that “Getting latest product information” was rank as a first factor with a score of 5.23. “Security of payment” was a rank as a second factor with a score of 4.53. User rating and testimonials was a rank as a third factor with a score of 4.31, Less availability in local stores was a rank as a fourth factor with a score of 3.75, Convenience was rank as a fifth factor with a score of 3.72, Influence of friends was rank as a sixth factor with a score of 3,34, Time and money saving was rank as a seventh factor with a score.

CONCLUSION

Online shopping is another experience and has extraordinarily affected the lives of buyers in its brief span of understanding. It is relied upon to develop continually in years to accompany progressions in innovation. Web based shopping has made customers more compelling and effective in their shopping conduct and has driven organizations to another dimension, constraining numerous to make the vital change and change to achieve the new market of learned purchaser. The after effects of this study underscore the

requirement for organizations to consider the online market important. The review led uncovered an uplifting state of mind and conduct towards web based shopping even by those customers who still like customary stores. These buyers are generally in low and high age gatherings.

REFERENCE

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- Urvashi Tandon, Ravi Kiran, Ash Sah, (2017)2, in their study "Analyzing customer satisfaction: users perspective towards online shopping", this study aims to identify and analyze the key determinants influencing customer satisfaction towards online shopping in India.



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