

**Consumer Perception Towards Online Shopping
With Special Reference To Thanjavur**

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ABSTRACT

The era business is marked with the high degree of dynamism. Due to technological advancement new methods are being adopted to see the product launches the consumers at the fastest and in the most innovative way. The present globalized marketing is a great revolution over the last decade. Most of online boosters are pure e-stores, that is, they have no access to physical channels. Consumers are increasingly adopting electronic channels for purchase of the daily consumable products. In recent years have shown a growing interest of consumer in e-shopping. In the global competition and development of information technology has enhanced consumer awareness, people prefer shopping relatively to e-shopping online rather than shopping, it provides quality product and also saves time. The purpose of this study shows that product perception, shopping experience and service quality have positive and significant influence on consumer's purchasing intention but perceive the risk as negative influence on consumer's purchase intention and shopping experience is most important. However, the effects of e-commerce on individual business are varied based on reveal condition. The ability to attract and retain consumer is important to the success on online business.

Key Words: Innovation, bricks and bricks, consumers, perception, e-commerce

1. INTRODUCTION

Today, with the rise of the technology, significant portion of commercial activities take place over the Internet. Since commercial activities' main goal is to sale, sale can be realized by the purchase of a different party, as we know customers. Therefore, for electronic commercial activities, it is important to analyse online customers' Perception. Furthermore, in order to develop and apply effective marketing strategies the factors that affect consumer Perceptions should be investigated. Online retailers can better understand customer needs and wants by directly analyzing the interaction between a customer and the online shop. Analyzing consumer Perception is not a new phenomenon for scholars. Philip Kotler, marketing expert, has studied on this topic. Theories about consumer behavior have been used to develop an effective marketing strategy. Moreover, it is impossible to think marketing without the Internet in today's world. Online marketing is the topic that has been researched and made applications many times by researcher from past to nowadays. Studies on online shopping investigated the factors that influence online shopping as well as motives for, value of and antecedents of online buying behavior. As a result, the academic researchers and the business world started to focus on the consumer side of the online purchasing perception and a lot of researches and articles were prepared to make guidance for the development of online shopping.

2. STATEMENT OF PROBLEM

The problem of this study is to find the consumer perception on purchase of online products in Thanjavur district.

3. OBJECTIVES OF THE STUDY

- To identify the consumer attitudes, and awareness on purchase of online products.
- To study the satisfaction level of online shopper.
- To discover the key factors that influence online.
- To analyze the Online Buying behavior of consumer in Thanjavur district.
- To suggest suitable measures to problems faced in the online shopping

4. IMPORTANCE OF THE STUDY

Online marketing can be defined as marketing of products and services on electronic media-marketing is one of the latest and emerging tools in the marketing world. It include the creative use of internet technology Including use of various multimedia, graphics, text etc., with different languages to create catchy advertisement, forms, e-shop where product can be viewed, promoted and sold. E-marketing does not simply entail building or promoting a website, nor does it mean placing a banner ad on another website.

5. RESEARCH DESIGN

The research design followed for this research study is descriptive research design where we found absolution to an existing problem. Both Primary and Secondary data are used for this purpose. Questionnaire is a tool used for collecting primary data. For Secondary data records, Text books, Journals, Magazines and Internet are referred.

6. SAMPLE SIZE

The substantial portions of the target customer that are sampled to achieve reliable results are 100 respondents.

7. HYPOTHESIS

There is no significant association between buy the product and safe and secure.

8. SCOPE OF THE STUDY

- It helps to find out the views of respondent prefer the product.
- It helps to identify the consumer's awareness of online purchase.
- It helps to understand the consumer economic conditions.

It helps to identify the important factors influencing of consumer perception a purchase of online products.

9. LIMITATIONS OF THE STUDY

- Consumer not ready to fill in the questionnaires’.
- The period of the study was very limited.
- The sample size was very small which is may not represent the entire population of Thanjavur District.

The literatures so far reviewed relates to the studies conducted outside India especially in the United States where the online shopping is a big hit. As taken the case of Indian scenario where the online shopping has just entered into the market and already it has climbing the ladder. Though there are certain literature reviews by the context of Indian consumers.

Benedict et al (2001) study reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

A Commerce Net/Nielson Media Research Survey found out that 73% users used the Net to window shop, 53% used the Net to make purchase decision, but only 15% bought online. According to a **NFO Interactive (1999)** study released in May 1999 by online market research firm NFO Interactive, 24.1% of online consumers believe that their internet/online shopping use will decrease the amount they spend on products and services at walk-in type neighborhood or regional retail stores, by the end of 1999. The survey also found that 23.8 % of online shoppers said their internet/online purchasing has increased to the total amount of money they have typically spent in a year or products & services.

An OFT Market Study (2007) study establishes the scale and growth of internet shopping is impressive. In 2005, the most recent year for which reliable figures are available, sales to households were over £21bn – a fourfold increase during the previous three years. It is benefiting millions of people and thousands of businesses. Over 20 million UK adults shopped online in 2005, with 56 per cent of internet shoppers we surveyed having spent over £500 each during the year. In the same year, an estimated 62,000 UK businesses were selling online to households. We found that people shopped online because they find it convenient, it increases their choice and helps them to hunt for lower prices. Retailers sell online to reach more customers, to sell around the clock and in reaction to competition from rivals.

Susan Rose, Neil Hair and Moira Clark (2011) identified online purchase in particular continues to rise, as adoption and penetration levels of Internet technology continuously increase. By 2007, European Internet penetration stood at 43% of the population with a 231% usage growth year on year. In North America, penetration was at 71% of the population with 120% growth (Internet World Stats 2007). This is also evidenced by increasing levels of online sales, which in the US reached US\$128.1bn in 2007 and were projected to reach US\$165.9bn by 2009 (source: US Census Bureau 2009).

Peterson et al. (1997) commented that it is an early stage in Internet development in terms of building an appropriate dedicated model of consumer buying behavior. Decision sequences will be influenced by the starting point of the consumer, the relevant market structures and the characteristics of the product in question. Consumers' attitude towards online shopping is a prominent factor affecting actual buying behavior.

Haver (2008) identified Today’s younger, more ‘green’ shoppers aren’t going to waste precious money and gas going from store to store looking for just the right item. They shop online

whenever they can, narrowing their choices to one or two items then go to the store to touch, feel, bounce and check out the actual product to see if it looks the way it was represented online.

Kodandarama Setty (2013) stated that “We are facing some threat from online stores in these electronics categories, however, in the big market of consumer durables we are safe for now”.

K. Vaitheeswaran (2013) examined the convenience of online shopping “With product getting standardized, specifications getting fixed and the concept of service getting eroded, the post-sale responsibility of the retailer has come down drastically. Hence customers go to stores to explore the product physically detail but by online at a cheaper rate. Heavy discounts of e-commerce firms are possible because of their no warehouse model.”

DATA ANALYSIS & INTERPRETATION

TABLE

Factors	Strongly agree	Agree	Neutral	Disagree	Strong disagree
Getting more information in online product	37	45	15	3	-
Buying the product delivery of the product	36	43	19	1	1
Safe and secure their product	24	32	39	3	2
Waste of time while online shopping	30	33	28	9	-
Less time while selecting a product in online	19	38	29	8	5
Easy way of shopping	23	34	25	14	4
Based on life style	22	21	37	13	6
Privacy from home	31	42	18	4	5

- 45% of the respondents are agree that their online shopping more information is available in a product by online.
- 43% of the respondents are agree said that their online shopping buy the product at any time.
- 39% of the respondents are neutral that their online shopping safe and secure .
- 33% of the respondents are agree said that their online shopping doesn't waste of time.
- 38% of the respondents are agree that they feel it takes less time in evaluating and selecting a product while shopping online.
- 34% of the respondent are agree that their online shopping makes by shopping easy.
- 37% of the respondents are neutral that their online shopping compatible with the life style.
- 42% of the respondents are agree that their online shopping when ever need we have purchased.

TEST-1

I can buy the product at any time	I feel safe and secure	R1	R2	D=R1-R2	D2
36	14	2	3	-1	1
43	20	1	2	-1	1
18	49	3	1	2	4
2	10	4	4	0	0
1	7	5	5	0	0
N=5					ΣD2=6

NULL HYPOTHESIS (H₀)

There is no significant association between buy the product and safe&secure.

ALTERNATIVE HYPOTHESIS (H₁)

There is significant association between buy the product and safe&secure.

P=Rank coefficient of correlation

D₂=sum of the square of the difference of the two ranks

N=Number of period observations

$$\frac{D_1 - 6 \sum 2}{N^3 - N}$$
$$\frac{1 - 6(6)}{53 - 5}$$
$$\frac{1 - 36}{125 - 5}$$
$$\frac{1 - 36}{120}$$

10. CONCLUSIONS

The Karl Pearson coefficient of correlation, the value of p lies between +1 and -1. The calculated value is most positive. Hence, the Null Hypothesis is accepted. So, that there is no significant associated. So, that there is no significant association between to buy the product at any time and safe & secure.

10. SUGGESTIONS

- Consumer should be educated on online shopping procedure with proper steps to be followed while online shopping.
- Transaction should be safe and proper security should be assured to the people making online purchase.

- E-marketer must give a thought to secure, time saving, information about product and services factors when they design their online product strategy.
- The study highlights that convenience, accessibility scope, attraction, reliability, experience and clarity are the important factors considered by the online shopper.
- Improve the quality of the online product should be considered but at the same time price equilibrium should be maintained.

CONCLUSIONS

This study has helped to know about a study on consumer perception on purchase of online products knowing the level of purchase of online product. The most preferred product of online buying is travelling tickets and clothing remains the least preferred choice of online shoppers. Among the payment options, payment on delivery thought cash in the safest choice of payment, while credit card are next preferred choice. Online shoppers seek for clear information about product and service, time saving, convenience, security and delivery on time are all important factors for online shopping. The offers with punch lines Attractive offer do not attract online shoppers. Consumer buy the online product depend upon the price of the product. If price is reduced considerably all the consumer will prefer the online shopping.

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