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Consumer reaction and perception towards online shopping in Thanjavur district of Tamil Nadu

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Abstract

On-line shopping is a modern phenomenon in the field of E-Business and is definitely going to be the future of shopping and shaping the world. Most of the companies are running their on-line portals to sell their products or services on-line. Though online shopping is very common outside India, its growth in Indian Market, which is a large and strategic consumer market, is still not in line with the global market. The exclusive benefit of online shopping customers, it provides the 24 x7 hours a day shopping facility. The main factor of increasing online shopping in India is the increasing number of computer operators and easy availability of internet and wi-fi facility to the people of India. Basically, this paper studies the importance and growth of online shopping.

Keywords: Online shopping, Internet shopping

1. Introduction

Online Marketing is defined as "the art and science of selling products and/or services over digital networks, such as Internet and cellular phone networks". Here the art of online marketing refers to discovering the right online marketing mix of strategies which attracts the target market for actually converting into sales. Here the science of online marketing refers to selecting the online marketing strategies to be applied and evaluating the success of those online marketing strategies through research and analysis. Online marketing is also referred as i-marketing, web marketing, internet marketing or e-marketing. E-commerce (electronic commerce) is type of online marketing and is defined as "the art and science of selling products and/or services over the Internet". Online shopping is the process consumers go through to purchase products or services over the Internet.

2. Consumer Behavior

Consumer behavior is defined as "behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs". Consumer behavior also deals with consumer decision making process and all external and internal influences that should be considered to make product final choice of consumers in buying decision process. Thus the main purpose for studying consumer behavior is to comprehend why and how consumers make their purchase decisions. These insights enable marketers to design more effective marketing strategies, especially today, when advanced technologies enable marketers to collect more data about consumers and target them more precisely.

Businesses are finding consumers are still averse to shift in this direction. Some consumers are still having concerns regarding security of transaction, money involved in the process and passing personal data over the Internet, risky payment modes, uncertainties about the quality of product or services are the main reason behind the disparity between the number of consumers visiting the site and the actual purchasing being made. This left a large portion of internet population still unconquered. It is very important for those online businesses who want to venture into the online market to understand their consumers' perceptions, online and offline, and studying all the factors which influence consumer shopping decisions. Better understanding of all the factors will help retailers and businesses in better serving the consumers. In India majority of consumers are product-sensitive. The term e-Commerce, which is frequently mixed up with the term e-Business, although, only covers one aspect of

e-Business, i.e. the use of an online support for the relationship building between a company and clients.

3. Review of Literature

In his study researched that “yet individual attitudes do not, by themselves, influence one’s intention and/or behavior. Instead that intention or behavior is a result of a variety of attitudes that the consumer has about a variety of issues relevant to the situation at hand, in this case online buying. Chandra and Sinha, 2013 [9], studied that, now days the new and latest type of retail shopping are online shopping. It has now been adopted all over the world including India. In many other countries this shopping method is still not as well known or accepted, and though the knowledge of online shopping in India is now beginning to increase rapidly. Bashir, 2013 [8], analyze that E-commerce has made life simple and innovative of individuals and groups; consumer Behavior in online shopping is different from the physical market where he has access to see the product, revealed that Consumers, all over the world, are increasingly shifting from the crowded stores to the one-click online shopping format. Wang & Yang, 2010 [7], presents that, the electronic equipment takes a high percent of the individuals shopping. Compared with other goods, online shopping of electronic goods adds great convenience to the life of the people.

4. Statement of the Problem

The problem undertaken for the study purpose is customer satisfaction of online business. The services provided from internet and e-business companies. On what basis the consumer prefers and what influence him to buy the product from online. This study will help to gain knowledge about the online business and the factors influencing a customer to prefer the schemes and what are all the future dream succeeds by the online business. This study also helps to know different types of product sold by the company and analyse the problems faced by the customer in online business.

5. Objectives of the study

- ❖ To study the percentage level of consumer awareness towards on line business
- ❖ To analyse the customer perception and satisfaction towards on- line purchase
- ❖ To know the features influencing the customer to invest in on- line purchase

6. Methodology

Survey Method is followed in the study. This study is concerned with customer satisfaction for online business. The whole study has been conducted with the help of both primary and secondary data. Questionnaire was the instrument being used for collecting the primary data. Secondary data was collected from journals, magazines and records of the company. The researcher could not study the whole of the total population due to time constraints. So the information was collected through Questionnaire from 125 sample respondents often using the websites of various e-business in Thanjavur town.

6.1 Period of the Study

The primary data collected for the study related to the month of November 2016 to February 2017.

6.2 Tools of Analysis

The collected data has been subjected to analyses by unit’s appropriate tools,

1. Percentage analysis
2. Chi-Square analysis

7. Data Analysis and Interpretation

Table 1: Awareness of online Business

S. No	Opinion	No. of Respondents	Percentage
1.	Yes	104	83
2.	No	21	17
	Total	125	100

Source: Primary data

Inference

The above table shows that almost 83% of the respondents are aware of on-line purchase. Easy internet connections have made such purchase an effortless job.

Table 2: Level of Satisfaction from Online purchase

S. No	Level of satisfaction	No. of Respondents	Percentage
1	Highly satisfied	50	40
2	Satisfied	44	35
3	Neutral	19	15
4	Unsatisfied	08	06
5	Highly unsatisfied	04	04
	Total	125	100

Source: Primary data

Inference

The above table shows that 40% of the respondents are highly satisfied with e-business, 35% are satisfied, 15% are neutral, 6% are unsatisfied and 4% of the respondents are highly unsatisfied with the e-business. Maximum of the customers now prefer to purchase from on-line due to time factor.

Table 3: Information available about products in on-line

S. No	Opinion	No. of Respondents	Percentage
1	Excellent	50	40
2	Good	38	30
3	Average	33	26
4	Poor	04	04
	Total	125	100

Source: Primary data

Inference

The above table shows that 40% of the respondents are of the opinion that enough information is available regarding all physical features of the products in the internet to acquire.

Table 4: Reason for preferring online purchase

S. No	Reason	No. of Respondents	Percentage
1	More relaxing	35	28
2	Security	15	12
3	Convenience	28	22
4	Time saving	17	14
5	Door delivery	22	18
6	Cash on delivery	08	06
	Total	125	100

Source: Primary data

Inference

The above table shows that majority 28% of the respondents prefer the online business for it to more relaxing, 22% of the respondents prefer for convenience, 18% of the respondents for door delivery arrangement by the online companies, 14% for time saving, 12% for safety and 6% of the respondents prefer for cash on delivery.

Table 5: Factors influencing to purchase from Online

S. No	Factors	No. of Respondents	Percentage
1	Quality	38	30
2	Internet possession	28	22
3	Competitive price offers	19	16
4	Attractive Advertisements	08	06
5	Low cost	32	26
	Total	125	100

Source: Primary data

Inference

The above table depicts the factors affecting the choice of online purchase, maximum of the respondents prefer for its quality, 22% like better for anywhere and anytime selection, 16% desire for its attractive and competitive price offers compared to rivalries.

Table 6: Reason to change the purchase pattern from offline to online

S. No	Factors	No. of Respondents	Percentage
1	Low price	40	32
2	Easy transaction	28	22
3	Attractive advertisement	20	16
4	Friends and relative opinion	15	12
5	Any time shopping 24x7	22	18
	Total	125	100

Source: Primary data

Inference

The above table shows that 32% of the respondents like to change the purchase pattern from offline to online for easy availability of the product at low price, 22% of the respondents say online transaction to be easy, 18% of the respondents like for 24x7 purchase, 16% for attractive advertisement and remaining 12% of the respondents like to change the pattern for their friends and relatives.

Table 7: Media influencing the most about online business

S. No	Media Influencing	No. of Respondents	Percentage
1	Friends and relatives	47	47
2	Television	26	26
3	Radio	07	07
4	Journal and Magazines	15	15
5	Internet	05	05
	Total	125	100

Source: Primary data

Inference

The above table indicates that 47% of the respondents know the online transaction by friends and relatives, 26% of the respondents came to know the product by television advertisement, 15% of the respondents identified by and Magazine advertisement, 7% of the respondents came to by

radio advertisement and only 5% of the respondents know the product by internet.

Table 8: Most ideal website for on- line Purchase

S. No	Website	No. of Respondents	Percentage
1	Amazon	40	32
2	Flipkart	30	24
3	Snapdeal	20	16
4	Shopping zone	18	14
5	Naaptol	17	14
	Total	125	100

Source: Primary data

Inference

The table shows that 32% of the respondents purchase the goods from Amazon online business company, 24% of the respondents buy from Flipkart online business company, 16% of the respondents obtain from Snapdeal and 14% each get from shopping zone and Naaptol.

Table 9: Maximum Products acquired through E-Business

S. No	Product	No. of Respondents	Percentage
1	Dress and clothing	44	35
2	Cosmetics	38	30
3	Electronic and Durable goods	12	10
4	Mobile phone	16	15
5	Home appliance and Food items	05	04
6	Others	10	06
	Total	125	100

Source: Primary data

Inference

The table no: 10 shows that majority 35% of the respondents buy dress and clothing, 30% of the respondents buy cosmetics goods, 15% buy mobile phones, 10% buy Electronic and Durable goods, 6% buy other goods and only 4% of the respondents buy Home appliance and food items from online mode.

8. Findings

- Maximum of the respondents are aware of online shopping in today's ambience
- Though latest concept gained a wide acceptance among Indian customers
- Majority of the customers prefer online for its more relaxing and convenient shopping
- Quality and cost is rated as the major factor influencing in online shopping among maximum customers
- Amazon is regarded as number one shopping company among maximum customers
- Easy transaction with 24x7 services is considered to be the reason for customer shifting from offline to online
- Dress material and cosmetics are the chief products acquired through online shopping

9. Suggestions

Online websites should concentrate more to the female segments as results prove that females shop more in online shopping as compared to men. So companies should devise the policies and strategies to magnetize more number of people in this segment in future also. Awareness regarding

security measures and Security issues still continue to be a major drawback and trends like AVS (Address Verification System), PIN for credit cards, smart cards, digital signatures, e-cards, and easier infra-and inter-bank transactions online need to be made more prominent. Teaching consumers to transact only on secure internet connections is also necessary. Highlight the benefit of shopping at home potential customers should be convinced of the benefits of shopping from home without having the pain of going out in the crowded placed.

10. Conclusion

Companies are facing a tough competition in this dynamic arena of business. They are always looking for new avenues so that they can increase contact with consumers and for the same they are letting no stone unturned. In this regard, the latest trend is online shopping. The increasing trend of computer's education is directly proportional to increases in online shopping. The current study is descriptive in nature and it has made an attempt to understand the behaviour of Indian consumers towards online shopping. This research shows that online shopping is having very bright future in India. Perception towards online shopping is getting better in India. Consumers can do comparison shopping between products as well as online stores by saving time and money.

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