



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

TO ANALYSE THE LEVEL OF PERCEPTION TOWARDS ONLINE SHOPPING CONSUMERS IN TIRUPUR DISTRICT

Mr.V.NAVANEETHAKANNAN, Full Time Ph.D., Research Scholar, Department of commerce, ,Government Arts College, Uduampet 642 126.

Dr. N.MALIQJAN , Research Supervisor, Assistant professor Department of commerce, ,Government Arts College, Uduampet 642 126.

abstract

The Internet is a global communication medium that is increasingly being used as an innovative tool for marketing goods and services. The Internet has added a new dimension to the traditional nature of retail shopping. The internet offers many advantages over traditional shopping channels and the medium is a competitive threat to traditional retail outlets. Globally, consumers are rapidly adopting Internet shopping and shopping online. It is becoming popular in China. If online marketers and retailers know and understand the factors affecting cons. Objectives of the study, To analyse the level of perception towards online shopping consumers in Tirupur District. Methodology of the study, Descriptive research design has been used in this study. Tirupur District is Sampling unit. Online shoppers are respondents are in this study. 130 respondents are used in this study. Primary as well as secondary data have been collected. Descriptive statistics and Chi-square test have been used in this study. Convenience sampling method has used in this study. Primary data collected through structured questionnaire. Secondary data has been collected through various websites, magazines, books etc., data was collected during the period from October 2020 to December 2020. Suggested this study, Due to supply of good quality of their goods, the shoppers are attracted by online markets. Conclude this study, Understanding customer's need for online selling has become challenge for marketers. Especially understanding the consumer's purchasing intention about online shopping; Making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

Keywords: Time saving, easy buying, wide variety etc.,

I.1. INTRODUCTION

E-commerce has transformed the way business is done in India. The Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017. Much of the growth for the industry has been triggered by an increase in internet and smartphone penetration. As of August 2020, the number of internet connections in India significantly increased to ~760 million, driven by the 'Digital India' programme. Out of the total internet connections, ~61% connections were in urban areas, of which 97% connections were wireless. Propelled by rising smartphone penetration, launch of 4G network and increasing consumer wealth, the Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017. Online retail sales in India is expected to grow 31% to touch US\$ 32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall. Smartphone shipments in India increased by ~8% y-o-y to reach 50.0 million units in the first quarter of 2020, driven by positive shipments of all smartphone vendors in the market. Samsung led the Indian smartphone market with 24% shipping share, followed by Xiaomi at 23%.

. Rise in smartphone usage is expected to rise 84% to reach 859 million by 2022. E-retail market is expected to continue its strong growth - it registered a CAGR of over 35% to reach Rs. 1.8 trillion (US\$ 25.75 billion) in FY20. Over the next five years, the Indian e-retail industry is projected to exceed ~300-350 million shoppers, propelling the online Gross Merchandise Value (GMV) to US\$ 100-120 billion by 2025.

I.2. STATEMENT OF THE PROBLEM

The E-commerce industry has been directly impacting micro, small & medium enterprises (MSME) in India by providing means of financing, technology and training and has a favourable cascading effect on other industries as well. Indian E-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest E-commerce market in the world by 2034. Technology enabled innovations like digital payments, hyper-local logistics, analytics driven customer engagement and digital advertisements will likely support the growth in the sector. The growth in E-commerce sector will also boost employment, increase revenues from export, increase tax collection by ex-chequers, and provide better products and services to customers in the long-term.

I.3. REVIEW OF LITERATURE

Aindrila Biswas, Jagjeet Ajmani and Mousumi Roy (2014) conducted a study on "Leveraging Factors for online shopping – A study in an Emerging Economy" with the objective of exploring marketing strategies to meet the demand on online shoppers and identifying the factors influencing consumer behaviour to shop online. Data was collected from undergraduate and post graduate students from a central University at Durgapur through structured questionnaires. The total valid sample for the research was 150 students. The study found that, risk perception with online shopping, fear of high post purchase dissonance, perceived usefulness, perceived ease of use, information quality, product quality and pricing influenced the consumers

online shopping behaviour. The study suggested that, marketers should provide attractive offers to reduce the risk perception of online consumers. Cash-on-delivery should be made available to reduce the fear of suffering from loss. A toll free helpline service can be provided to consumers for easy repairs and replacement of products. Guarantees and warranties can also be given to reduce the fear of post-purchase dissonance.

Zia UI Haq (2009) conducted a study on “Perception Towards online shopping: An Empirical Study of Indian Consumers” to identify the factors that influence consumers perception towards online shopping. The data for the study was collected through structured questionnaires. The study found that, website quality, commitment factor, customer service and security are the four key factors that influence consumers perception towards online shopping. The study revealed that, the perception of online shoppers is independent of age and gender.

I.4. SCOPE OF THE STUDY

The scope of the study is to identify the reasons for purchasing online shopping and factor influences in online shopping with selected parameters and to identify the factors considering in online purchases. This study also covers the reasons for online shopping and to understand the buyer's opinion about online shopping not independent of income and education of online consumers.

I.5.OBJECTIVES OF THE STUDY

To analyse the level of perception towards online shopping consumers in Tirupur District.

I.6.METHODOLOGY OF THE STUDY

Descriptive research design has been used in this study. Tirupur District is Sampling unit. Online shoppers are respondents are in this study. 130 respondents are used in this study. Primary as well as secondary data have been collected. Descriptive statistics and Chi-square test have been used in this study. Convenience sampling method has used in this study. Primary data collected through structured questionnaire. Secondary data has been collected through various websites, magazines, books etc., data was collected during the period from October 2020 to December 2020. Level of perception measured through wide variety of product, time saving, buying procedure, mode of delivery, mode of payment etc.,

I.7.ANALYSIS AND INTERPRETRATION

Table-1

TABLE REASONS FOR CHOOSING ONLINE MARKETING

S.NO	FACTORS	TOTAL SCORE	MEAN SCORE	RANK
1	WIDE VARIETY OF PRODUCT	39118	55.88	II
2	POSSIBILITY FOR COMPARISONS OF PRICE AND TERMS	37500	53.57	111
3	TIME SAVING	40601	58.00	I
4	EASY BUYING PROCEDURE	36117	51.60	IV
5	VARIOUS MODES OF PAYMENT	29862	42.66	V
6	JOY IN SHOPPING EXPERIENCE	26460	37.80	VI

Source: Primary Data

The above table 1 reveals, the ranking of reasons for choosing online marketing. "Time saving" was ranked first by the selected sample respondents with the total score of 40601 and mean score of 58. "Wide variety of product" was ranked second with the total score of 39118 and mean score of 55.58. "Possibility for comparisons of price and terms" occupied third and fourth position with the total score of 37500 and 36117 and mean score of 53.57 and 51.60 respectively. "Various modes of payment" occupied fifth position with the total score of 29862 and mean score of 42.66. "Joy in shopping experience" was ranked sixth with the total score of 26460 and mean score of 37.80. It is evident that most of the respondents gave top priority to *time saving* as the reason for choosing the online marketing.

TABLE- 2 CHI-SQUARE TEST

Dependent variable: Overall opinion on Perception

S.No.	Pearson Chi-Square	Calculated Chi-square Value	DF	P-value	S/NS	Remarks
1	GENDER	31.429	8	.000**	S	Rejected
2	Age	25.989	8	.000**	S	Rejected
3	EDUCATIONAL QUALIFICATION	24.630	12	.000**	S	Rejected
4	occupation	15.756	12	.000**	S	Rejected
5	Type of family	28.836	4	.000**	S	Rejected
6	Monthly income	44.539	8	.000**	S	Rejected
7	Knowledge of online shopping	32.943	4	.000**	S	Rejected
8	Using time of internet	22.504	16	.000**	S	Rejected
9	Collection of information	23.282	4	.000**	S	Rejected
10	GENDER	31.429	8	.000**	S	Rejected

** - Significant at 1% level S-Significant

It has been clear from the chi-square test that the p-value (.000) has been less than 0.01 and the result has significance at the 1 per cent level. Hence, the null hypothesis (H_0) has been rejected and the alternative hypothesis (H_1) has been accepted. From the analysis it has been concluded that there is a relationship between gender, age, educational qualification, type of family, monthly income, knowledge of online shopping, using time of internet, and collection of information and level of perception towards purchasing of online shopping.

I.8.SUGGESTIONS OF THE STUDY

1. The online shopping markets can consider supplying handbills along with the online shopping website regarding the latest offers. The online shoppers can also be provided with privilege cards like smart cards etc, and may be informed regularly about the offers through website. A suggestion box can also be helpful. This can act as a brand building exercise. This will surely increase the online shopping popularity in the long run.
2. Online shoppers seek to reduce the risk of their purchase. Online markets need to provide information, guarantees and after sales services to reduce the perception of risk. Online shoppers will go shopping for a variety of reasons. The complexity of the shopping trip per se should clear the staff.

3. Due to supply of good quality of their goods, the shoppers are attracted by online markets.
4. Maintenance of good consumer relationship is very essential to retain the existing consumers and to secure more new consumers for their business.

I.9. CONCLUSION OF THE STUDY

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Especially understanding the consumer's purchasing intention about online shopping; Making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. From the results we have concluded that the most influencing and attractive factor among four factors is website design/features with average score of 4,03 , following convenience that is second most influencing factor with average score 3,73, time saving with average score 3,19 and security with average score 3,35 is also important, particularly the security concerns are very important while shopping online. Last but not least after analyzing the additional comments made by 30 respondents out of total 77 sample size, we have found that low price, discount, feedback from precious shoppers, and quality of product and information are also considered to be important factors.

REFERENCE

- 1.Aindrila Biswas, Jagjeet Ajmani and Mousumi Roy, *Leveraging Factors for online shopping – A study in an Emerging Economy*, Journal of Management Information System and E-Commerce, 2014, Vol.1, No.1, pp. 19-28.
- 2.Zia UI Haq, *Perception Towards online shopping: An Empirical Study of Indian Consumers*, Monthly Refereed Journal of Research in Commerce & Management, 2009, Vol. 1, No. 8, pp. 9-22.
- [3]. ACNielsen Report. (2005). Global Consumer Attitudes towards Online Shopping. Yanju: ACNielsen Report.
- [4]. (Alba et al. 1997Morganosky and Cudep. (2000). Motication. tokyo: Yanshi.
- [5]. AjzenandFishbein. (1975). Intention. Semalang: Biaoming.
- [6]. AliPervaiz. (2010). „Online Shopping“ Customer Satisfaction and Loyalty in Norway. Tongzhou: Tongheng. [5]. AlsmadiSami. (2002). Online Shopping. Yanan: Tongheng