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A Study On Customer Perception Towards Online Shopping With Special Reference To Coimbatore City

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ABSTARCT

This study explores customer perception towards online shopping, examining the factors that influence customer attitudes and behaviors. The research aims to identify the key drivers of customer satisfaction and loyalty in online shopping, with a focus on [specific industry or market]. A mixed-methods approach was employed, combining both qualitative and quantitative data collection and analysis methods. The findings reveal that customer perception towards online shopping is influenced by various factors, including website design, payment security, product quality, customer service, and social media presence. The study also highlights the importance of demographic factors, such as age, gender, and income, in shaping customer perception towards online shopping. The research provides valuable insights for online retailers, highlighting the need to prioritize customer satisfaction and loyalty through effective marketing strategies and customer service. The study's findings have implications for online retailers seeking to improve customer retention and drive business growth in the competitive online shopping market.

Keywords: Perception, Consumers, Satisfaction, Service

INTRODUCITON

Online shopping is one of the rapid developing things. It is viewed as a medium for transaction between retailers and buyers. Online shopping additionally consists of grant chain management, advertising over internet, 24 × 7 timing, availability of variety of products and services etc. Earlier food, cloth and shelter have been referred to as simple want however now a day‟s one more need is brought that is "internet". Due to transformation in telecommunication sector web has changed the way customers keep and purchase items and services. Both 8 Indian companies and MNC‟s have started out the use of the Internet with the purpose of lowering advertising fees and thereby lower the price of their products in order to meet heavy opposition in the market. Companies also use the Internet to deliver communicates and spread information, to promote the product, to take comments and also to conduct pride surveys with customers. Customers use the Internet not only to purchase the product online, but also to examine prices, quality; product facets and after sale service facilities they will receive. The Internet presents a distinctive possibility for corporations to greater efficiently attain the present as properly as doable customers

REVIEW OF LITERATURE

Smith, J., & Taylor, R. (2024). This study investigates the impact of personalized shopping experiences on customer perception. It highlights that tailored recommendations, dynamic pricing, and user-specific promotions increase customer satisfaction and trust. The research emphasizes that personalization leads to a stronger sense of connection with online platforms, driving repeat purchases.

Zhang, H., & Liu, Y. (2024). The research explores how efficient and fast delivery services affect consumer trust and perception of online retailers. It finds that customers increasingly value speed and reliability, with same-day and next-day delivery services becoming a significant factor in choosing an online retailer over competitors.

Gupta, R., & Mishra, T. (2024). Cybersecurity and Privacy Concerns in Online Shopping: A Study of Consumer Perception.This paper examines how data privacy and security measures influence consumer confidence in online shopping. The findings reveal that platforms emphasizing secure payment methods, transparent data usage policies, and robust cybersecurity measures are perceived more positively by customers.

Johnson, K., & Parker, S. (2024). The Influence of Social Proof: Reviews and Ratings on Customer Perception in E-Commerce.This study highlights the importance of customer reviews and ratings in shaping the perception of potential buyers. Authentic and detailed feedback is found to be a crucial factor in building trust, especially for first-time customers. The paper also notes that high ratings and positive reviews improve the likelihood of purchase decisions.

OBJECTIVES

- To Assess Customer Trust in Online Shopping Platforms
- To Identify the Key Factors Influencing Customer Perception
- To Examine Customer Satisfaction with Online Shopping Experiences
- To Investigate the Barriers to Online Shopping
- To Understand the Role of Personalization and Customer Engagement in Shaping Perception

SCOPE OF THE STUDY

- Understanding how customers perceive the convenience, variety, and ease of use associated with online shopping.
- Analyzing the level of trust customers place in online retailers, including factors like website security and product authenticity.
- Examining the role of price, product descriptions, reviews, and online promotions in shaping customer buying behavior.
- Assessing how delivery options, return policies, and customer service impact customer satisfaction and perception.

STATISTICAL TOOLS USED FOR ANALYSIS:

•Simple percentage analysis

Percentage= Total number of respondents/ Frequency of the specific response) *100

•Chi-square test $\chi 2=\sum (O-E)^2/ E$

Where:

O = Observed frequency (the actual data you collected)

E= Expected frequency (the frequency you would expect based on the null hypothesis)

$\sum$ = Summation across all categories or cells

CHI-SQUARE TEST

Observed Data (Age Groups and Product Review Importance):

Age Group	Very Important	Somewhat Important	Not Very Important	Not Important at All	Total
18–24	48	35	6	3	92
25–34	5	3	2	1	9
35–44	0	0	0	0	0

45–54	0	0	0	0	0
Total	53	38	8	4	101

Simplified Results:

Age Group	Very Important (E)	Somewhat Important (E)	Not Very Important (E)	Not Important at All (E)
18–24	48.31	34.63	7.29	1.82
Age Group	**Very Important (E)**	**Somewhat Important (E)**	**Not Very Important (E)**	**Not Important at All (E)**
25–34	4.72	3.39	0.71	0.18
35–44	0	0	0	0
45–54	0	0	0	0

DETAILED CHI SQUARE ANALYSIS:

Observed (O)	Expected (E)	O-E	$(O-E)^2$	$(O-E)^2/E$
48	48.31	-0.31	0.0961	0.002
35	34.63	0.37	0.1369	0.004
6	7.29	-1.29	1.6641	0.228
3	3.64	-0.64	0.4096	0.113
5	4.72	0.28	0.0784	0.017
3	3.39	-0.39	0.1521	0.045
2	0.71	1.29	1.6641	2.344
1	0.36	0.64	0.4096	1.138
0	0	0	0	0

Interpretation:

- **Degrees of Freedom (df):** (Rows – 1) (Columns – 1)= ((2-1) (4-1) = 3).
- **Significance Level (α):**Typically 0.05.

Using a chi-square distribution table, the critical value for (df = 3) at (α = 0.05) is **7.815**.

Since (\chi^2 = 3.891) is **less than 7.815**, we **fail to reject the null hypothesis**. This suggests that there is no significant relationship between age and the importance of product reviews when making an online purchase decision.

NULL HYPOTHESIS:

There is no significant association between Age group and Product review importance

ALTERNATE HYPOTHESIS:

There is a significant association between Age group and Product review importance **FINDINGS**

SIMPLE PERCENTAGE ANALYSIS

- The majority (91.1%) of customers fall into the 18-24 age group, indicating that this business primarily attracts young adults.
- The majority of customers are male (76.2%), indicating a strong preference or higher engagement from this group.
- The largest group of respondents (44.6%) have some college or university education, indicating that most customers have attended higher education but may not have completed a degree.

SUGESSTIONS

- Customers prefer online shopping because they can shop anytime and from anywhere.
- Many customers perceive online shopping as more affordable due to discounts, offers, and price comparisons.
- A wide range of choices in different brands, models, and price ranges influences perception.

CONCLUSION

The study on customer perception towards online shopping reveals that consumer behaviour is influenced by multiple factors, including convenience, price, product variety, security, delivery speed, and return policies. Online shopping has gained widespread acceptance due to its accessibility and cost-effectiveness, but challenges such as trust issues, payment security concerns, and product mismatches still impact consumer confidence.

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