

Consumer's Perception towards Online Shopping- A Special Reference to Chennai

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Abstract: Over the last decade the online shopping is getting more popular across the world. The online consumers became online shoppers because of its convenient and time savings. It is very easy for them to buy the products by simply sitting at a home. Online shopping avoid the waiting time in a shop and make a search for a particular products in a shop. This research work is an attempt to explore the factors that may affect the attitude of consumers in Chennai towards online shopping. The results revealed four important factors viz. reason, problem, satisfaction and technology to be deciding factors of online shopping behaviour of consumers in Chennai.

Keywords: Online Shopping, E-Shopping, Home Shopping, Virtual Shopping, Consumer Behaviour

I. INTRODUCTION

Online shopping is also known as e-tail. It is derived from "electronic retail" or e-shopping. The act of purchasing products or services over the internet using a web browser. Over the last decade the online shopping is getting more popular across the world. The online consumers became online shoppers because of its convenient and time savings. It is very easy for them to buy the products by simply sitting at a home. Online shopping avoid the waiting time in a shop and make a search for a particular products in a shop.

It is easy for the online shoppers to access the products while they are in move and also relaxing in home or office. Consumers prefer to know the information relating to the products displayed in the internet. It is fulfilled by the online traders. The detailed features or characteristics of all the products are displayed in all the websites. It is easy to educate the consumers about the products and also about the company. The number of choice also available in the internet and it makes the comparison between the various websites.

II. RESEARCH PROBLEM

Recently the users of online have increased very large in number. Among them many of the users are may become potential consumers for the company which are providing their product and services through online. This is because of rapid and fast developments in the information technologies industry. Online shoppers expect more from their company based on their past experience with all other retailers across the world. This increase the competitiveness among the online traders. If the online traders want to withstand in this market, they have to understand and analysis the needs and preferences of the online shoppers. A new medium of marketing is online selling with new demands of the consumers. Every day the needs and desires of the online consumers increases day by day.

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So, it is an important one for the online traders to know and understand the behaviour of the online consumers. There are many factors affect the behaviour of the online shoppers such as their education level, time savings, their convenient to access, maintenance of their privacy, security measures regarding their payment system, internal and external attributes like personal, Culture, psychological and social behaviour Online shoppers also experienced based on their personal perception with other individual.

Online shopping is based on the consumers' own thinking and personal behaviour. So, among these above mentioned factors psychological factor restricting personally the behaviour of the online shoppers. Online shopping has its own character and its development. So, the present study has taken consumer behaviour towards online shopping

III. REVIEW OF LITERATURE

Sougata Banerjee and Sarwatpawar (2013) in this study was focus on predicting the consumer purchase intention. They identified the future customer among the various target groups and how it is helpful to assess the market potentiality. This study is based on the partly exploratory and partly descriptive in nature. It is important to assess the real market in order to positioning their products. This lead to increase the purchase intention of the consumers.

Dr. Renuka Sharma et al, (2014), tried to understand the behaviour of the online shoppers in India. The scope of improvement in online shopping websites. In order to boost up the online shopping in India, it is an important one to offer all the information to the marketing professional regarding marketing strategies. It is found that recent years Indian customers are getting addicted in online shopping. They prefer to know the features of online shopping which are following in the rest of the world. The online consumers are very eager to access e-stores frequently. This is due to easy and convenient to access for 24*7.

Patel Vipulkumarbaldevbhai(2015) is studied the relationship between socio-demography factors and online shopping behaviour. The data is collected through questionnaire in Ahmadabad city of Gujarat. From the finding of study would provide some insight to online retailer on the effect of demography profile on online shopping. Finally the result of this study reveals that there is no influence of gender of respondents on online shopping behaviour while age, income, and education of respondents influence online shopping behaviour consumers.

Dr. S. Karthik, S.Muthupandi (2017) in their study analysed college girls online fashion products. The objectives of this study are to know female consumers awareness and various factors influencing purchasing fashion products through online. The questionnaire collected from 70 female respondents.

The study reveals that amazon and filpkart is the shopping site which is more preferable by young females. These sites are giving more advertisement through media like TV, Newspaper and websites while comparing other retailers. Most of respondents purchase fashion products online due to ease of purchase, clear & understandable, capability, and fit for their status, quick shopping, coupled with the discount benefits, compare variety of other items.

IV OBJECTIVES OF THE STUDY

- To study the impact of demographic factors on online shopping behaviour of consumer's in Chennai.(gender, age, income, occupation, education).
- To examine what technology do you used for online shopping (personal computer, lap top, mobile, tab, Tele call).
- To identify why consumer's buy online (price, trust, convenience, and delivery mode).
- To examine the problem faced by consumer towards online shopping (privacy, security, money back, lack of personal services, product return, delivery time) .
- To find out the satisfaction level in online shopping (effectiveness of search, ease of use, time pressure, browsing enjoyment).

V.RESEARCH METHODOLOGY

A. Source of Data

This study used both the primary and secondary data. The primary data was collected by using questionnaire. The questionnaire framed to know the demographic profile of the respondents like their gender, age, their income level, educational qualification. This also included their preference towards the online product and also about the online websites which are offering the products from various sellers. The secondary data was taken from various sources like research papers, Journals, magazines and websites.

B. Sampling Design

Samples were collected from consumers of online shopping of Chennai region. A target of 120 samples was collected through questionnaires. The researcher has used convenient sampling to analysis the data.

C. Framework of Analysis

In this study, the researcher has used percentage analysis and Z test to find out different between general profile of the respondents and purchasing behaviour.

VI. RESULT AND DISCUSSION

The following are analysis and interpretation of the study.

Table 1 Gender Category wise classification

GENDER CATEGORY	TOTAL NO. OF RESPONSE	PERCENTAGE
MALE	61	50.8
FEMALE	59	49.2
TOTAL	120	100

(Source: Primary Data).

Female (51%) are doing more online shopping than Male (51%).

Table 2 Age wise classification

AGE	NO.OF RESPONSES	PERCENTAGE
<20	25	20.8
21-35	62	51.6
36-50	21	17.5
>50	12	10
TOTAL	120	100

(Source: Primary Data).

Mainly persons in the age group 21-35 are engaged in online purchase (51.6 %). This age group is the “Earning age group “including salaried employees and

Table 3 Qualification wise classification

Qualification	No of response	Percentage
Higher secondary	23	19.20%
UG	47	39.20%
PG	39	32.50%
ANY OTHER	11	9.10%
TOTAL	120	100

(Source: Primary Data).

Graduates (39.2%) and post graduates (32.5%) are the major targets for the online trading, because they are more conversant with technology of internet usage. Put together they contribute 71% of the business.

Table 4 Occupation wise classification

Occupation	No of response	Percentage
Salaried	54	45%
Professionals	25	20%
business	16	13.30%
Other	25	20.80%
Total	120	100

(Source: Primary Data)

Persons with safe monthly income do more online shopping. Their regular income per month gives them enough to do online shopping.

Table 5 Income wise classification

Income	No of response	Percentage
<10000	26	21.60%
10000-20000	45	37.50%
20000-40000	28	23.30%
40000-60000	17	14.20%
60000-80000	4	3.30%
TOTAL	120	100

(Source: Primary Data)

People in the income group Rs10000-Rs 20000(45%) do more online shopping. These are younger employees just started their carrier and hence ventured into e-shopping. They are followed by customers in the income group Rs20000-Rs40000 (23.3%). They matured middle age group people. Hence for matured and



higher salaried people, the craze for online shopping is almost minimized.

Table 6 Source of information

Item	No of response	percentage
Television	22	18.30%
Online sites	42	35%
Friends	35	29.20%
Relatives	11	9.20%
Newspaper	10	8.30%
Total	120	100

Source: Primary Data

Customers have more access to internet thereby come to know various online sites. They confirm the reliability of sites through their friends.

Table 7 Convenient technology for online shopping

Item	No of response	percentage
Mobile	48	40%
Tab	9	7.50%
Laptop	34	28.30%
Personal computer	29	24.20%
Total	120	100

Source: Primary Data

This analysis shows that mobile (cell phone) is the easiest and most preferred access point for online shopping as almost all people possess cell phones with internet connection. This also indicates that mobile with internet facility is the most preferred.

Table 8 Frequency of online shopping

Item	No of response	percentage
>one month	31	25.80%
Six month	26	30%
Once a year	21	17.50%
frequent	17	14.20%
Often	15	12.5
Total	120	100

(Source: Primary Data)

People buy goods online mostly every six month. These are people who buy goods during festival season due to large discounts offered during that period. Frequent online shoppers generally buy cosmetics items and groceries

Table 9 Favorites Site choosing for online shopping

ITEM	NO OF RESPONSE	PERCENTAGE
FLIPKART	54	45%
AMAZON	22	18.30%
SNAPDEAL	25	20.80%
PAYTM	12	10%

ASKME	7	5.90%
TOTAL	120	100

(Source: Primary Data)

Customer mostly prefer flip kart because of ; (i) low price and more discount, (ii) fast delivery, iii) best quality product.

Table 10 Customers' satisfaction level towards online shopping
(No. of Respondents =120)

Statements	SA	A	N	DA	SDA	Mean Deviation
Time Saving	90	10	10	5	5	4.458
Quality of product	60	20	20	10	10	3.916
No Security Problem	10	10	10	20	70	1.916
Right product in right Time	5	5	10	40	60	1.791
Convenient	80	30	6	2	2	4.53
It helps to access recent products	60	20	20	10	10	3.916
Information about the product is good	5	5	15	20	75	1.708

(Source: Primary Data)

VII FINDINGS AND SUGESTION

Yes, it saves more time follow than the traditional method; it gives better price, more variety, easy price comparisons, no crowds, no pressures in the online shop. Customers don't have to spend time travelling or parking your car at busy car Parks. Shopping online easy and with delivery to your doors and very comfortable. Online stores provide home delivery service for free or small fee spend in the shop. There is always risk of security of payment through cash cards, and it's difficult to unknown seller. It is very easy to cancel the transaction, customer to know the detail about the door delivery seller. Availability of online shop, non-stop access, online shopping is allows you to shop anytime from any vendor anywhere in the world. Across multiple market place. But at the same time desire product availability is less at the time of the shop. An easy and convenient shopping including home delivery. It has become recently a very popular and comfortable way of shopping, save money, health and energy. Customers don't have to stand in queues. Customers don't have to carry shopping products. A lot of new trendy products are emerging with a propounding influence. E-commerce giant like Amazon, Wal-Mart, Alibaba have been at the forefront of adopting and benefiting from such trends .Access denied to our favorite brand, product display clarity is low, untested product. So product must display clearly. To make the product test after delivery to the doorstep.

VIII CONCLUSION

There are many other research scholars and academicians have undergone their study which are relating to online shopping like factors affecting the buying behaviour of consumers and so on across the world.

This study attempted to know the consumer's perception towards online shopping particularly in Chennai. There are 120 sample were drawn from the population by following convenient sampling. The statistical tools like t-test and mean deviation were used to attain the findings for the said objective. The results revealed four important factors viz. reason, problem, satisfaction and technology are most affecting factors of online shopping behaviour of consumers in Chennai. According this research it's provides a model of key factors affecting online consumer behaviour. This research can be extended in many ways .We could include more categories of factors and more attributes such as social influences factors(urban, rural, etc...).

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