A Research on Negative Percipience of E-Commerce by Non-Online Shoppers in Tirupattur

Praveen Kumar S, S. Senith

Abstract--The technological advancement has made a revolutionary impact almost in all firms, even from the beginning of this millennium it has made big leap towards online business and online commercialization also known as Electronic Commerce. The Metropolitan cities like New Delhi, Mumbai, Chennai, Bangalore (Bengaluru) and Kolkata has been trendy and very well developed towards e-commerce and its impact is so high, as the lifestyle of man residing in those place varies and has huge difference with the people of rural and semi urban people. This Survey is about the study on negative percipience of E-Commerce by non-online shoppers with special reference to Tirupattur, a semi-urban town in Vellore District of Tamil Nadu, India.

Keywords: E-Commerce, E-Shopper perception, Purchase behavior, Semi-urban area, Traditional consumer perception,

I. INTRODUCTION

Technological developments are fast adopted and the performance of E-Commerce is very successful in large cities compared to the semi-urban towns of India where they are still lagging. And this research paper is about identifying the reason behind the lag and slow growth of E-commerce in these semi urban towns in India such as Tirupattur a semi-urban town in Vellore district, which is around 88km from Vellore. The distance to nearest cities are Tiruvannamalai (86 Km), Vellore (88Km), Salem (159Km), Bengaluru (141 Km). The distance between Tirupattur and these cities makes Tirupattur a Semi-Urban town where the development takes time to adapt to new cultures and trends. This research also considers various factors why people have a negative percipience about E-Commerce.

II. RESEARCH OBJECTIVES

1. To identify and understand the negative percipience of e-commerce by non-online shoppers in Tirupattur.
2. To identify the perception and buying behavior of online shoppers in Tirupattur.
3. To analyze the reason behind the lack of preference towards E- Commerce over the local market by the non-online shoppers.
4. To understand the needs and expectations among the traditional offline buyers.
5. To discuss the findings and outcomes of the survey research.

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III. REVIEW OF THE STUDY

Michal Pilik, (2012) identified that factors like marketing factor, psychological factor, legislative factor, demographic, economic factor , technical factor, social factor, and cultural factor that has a greater influences over the purchase behaviour and opinion of the people towards their decision making over the product. **Sanjeev Kumar and Savita Maan (2014)** reviewed that the scope of this emerging e-commerce trend tends to have a greater impact in the semi urban places in near future. **Nikhashemi et. al (2013)** has found that customers in semi-urban areas are influenced by payment modes, payment security, Product quality and delivery comforts which satisfies the customers. **Shuchi Singhal and Shashi Shekhawat (2015)**, said that customer satisfaction in online shopping has various factors that influences and drives people mindset which gives them a varying decision making percipience towards tourism products in India.

IV. IMPORTANCE OF THE STUDY

This study is to know the reason why people have a negative percipience over e-commerce. To identify the key factors that decreases the growth opportunities for e-commerce in semi-urban places like Tirupattur. This study also recognizes various physical and psychological factors of obstacles of e-commerce in people opinion and decision making.

V. METHODOLOGY

The present study is based on the negative percipience of non-online shoppers in Tirupattur. For the research the primary data is collected from various people in Tirupattur by taking 31 respondents using convenient random sampling method and other related data have been collected from National and International Journals and from websites that are needed for this research.

VI. ANALYSIS AND INTERPRETATION

To identify the negative percipience of e-commerce the following 16 factors have been considered where, **SDA** denotes Strongly Disagree, **DA** denotes Disagree, **N** denotes Neutral, **A** denotes Agree and **SA** denotes Strongly Agree. The number of respondents mentioned and their percentages **(%)** are mentioned in brackets.

- To find the relationship between customer's awareness perception towards e-commerce ANOVA test has been applied
- To identify age agreeableness and significance Chi-Square test and Correlation and coefficient test

A. Negative Factors for Online Shopping

Table: 1 Negative Factors for online shopping (Summary table)

S. No	Factors	SDA	DA	Neutral	A	SA	Total
01.	Lack of Knowledge to access e-commerce	10 (33.3)	9 (30.0)	1 (3.3)	2 (6.7)	8 (26.7)	30 (100.0)
02.	Chances of Fraudulent products are high in the market	0	1 (3.3)	7 (23.3)	17 (56.7)	5 (16.7)	30 (100.0)
03.	Wrong products being delivered	0	3 (10.0)	17 (56.7)	10 (33.3)	0	30 (100.0)
04.	Delivery not available	0	2 (6.70)	3 (10.0)	24 (80.0)	1 (3.3)	30 (100.0)
05.	Poor quality of goods and products	0	2 (6.7)	26 (76.7)	2 (6.7)	0	30 (100.0)
06.	Products delivered are damaged and defective	1 (3.3)	2 (6.7)	23 (76.7)	3 (10.0)	1 (3.3)	30 (100.0)
07.	Problems in online transactions	0	1 (3.3)	10 (33.3)	15 (50.0)	4 (13.3)	30 (100.0)
08.	Size fit / wrong size issues	0	0	0	19 (63.3)	11 (36.7)	30 (100.0)
09.	Late Delivery	0	1 (3.3)	0	29 (96.7)	0	30 (100.0)
10.	Online orders are mismatching the products	1 (3.3)	3 (10.0)	6 (20.0)	20 (66.7)	0	30 (100.0)
11.	Difficult to physical check or knowledge of	0	1 (3.3)	0	8 (26.7)	21 (70.0)	30 (100.0)
12.	Not trust the customer review	0	13 (43.3)	5 (16.7)	12 (40.0)	0	30 (100.0)
13.	Products are even more cheaper in local market	0	4 (13.3)	13 (43.3)	13 (43.3)	0	30 (100.0)
14.	Unaware / not sure about the trust worthiness of the website for transferring money	1 (3.3)	1 (3.3)	27 (90.0)	1 (3.3)	0	30 (100.0)
15.	Poor response customer service	0	1 (3.3)	2 (6.7)	27 (90.0)	0	30 (100.0)
16.	Not interested in e-commerce	1 (3.3)	6 (20.0)	14 (46.7)	6 (20.0)	3 (10.0)	30 (100.0)

1. Lack of Knowledge to access e-commerce: The media is one of the powerful technologies to make people to reach. One third (33.3%) of the respondents strongly disagree in the lack of knowledge to access the e-commerce. This means, they are very well aware about using the e-commerce.

2. Chances of Fraudulent products are high in the market: More than half (56.7%) of the respondents agree that the fraudulent products are high. This shows us that the sellers are not trust-worthy with their products.

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446

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3.   Wrong products being delivered: Nearly half (56.7%) of the respondents have been neutral in wrong products being delivered. Yet, there are (33.3%) of the respondents who are agreeing in this issue which brings into consideration that there have been situations of wrong products being delivered.

4.   Delivery not available: A high majority (80.0%) of the respondents are agreeing to the case of delivery not available in their areas. The respondents are interested in e-commerce but are unable to make use of it due to unavailability of delivery.

5.   Poor quality of goods and products: Most of the respondents have been neutral (76.7%) to this case. It shows that the quality of goods and products been delivered meet the customer satisfaction.   But a few (6.7%) of the respondents agreed to it, which makes it a point to ensure delivery of quality goods and products.

6.   Products delivered are damaged and defective: Most of the respondents have been neutral (76.7%) to this case too. It shows that the goods and products been delivered are not up to the quality. But a few (6.7%) of the respondents agreed that the products are damaged during the delivery makes sure that the delivery of quality goods and products is depending on the product they prefer.

7.   Problems in online transactions: Half (50.0%) of the respondents have agreed to the problems they have faced during transactions. Moreover, (13.3%) have strongly agreed to this concern. The network issues, and sometimes the fake websites needed to be looked upon.

8.   Size fit / wrong size issues: More than half (63.3%) of the respondents have agreed that they have faced wrong size issues. There are (36.7%) who have strongly agreed. This can be rectified by the website giving the customers all the sizes from which they can choose their required size.

9.   Late Delivery: Almost all (96.7%) the respondents have agreed that late delivery(delay in reaching them) is an important factor when compared to buying product in local market. This is a concern which is most to be taken care of.

10.   Online orders are mismatching the products: A (66.7%) have agreed to the products mismatching. Products which are ordered and to be delivered should be keenly taken into observation.

11.   Difficult to physical check or knowledge of: The respondents have strongly agreed (70.0%) to it. The customer has to order the product purely on the basis of the image of the product displayed. This is not the case in a normal shopping experience. A good amount of description about the product may change the opinion of the respondents in this issue.

12.   Not trust the customer review: Half of the respondents have disagreed (43.3%), and the others (40.0%) have agreed to it. The customer review should be well managed by the website which shows the trustable reviews with images of delivered products which may build up the trust of respondents.

13.   Unaware / not sure about the trust: Almost 90% of the respondents said that they are unaware and not sure about the trust worthiness of the website for transferring money for payments and are less likely want to risk with their payment security.

14.   Worthiness of website for transferring money: A high majority (90.0%) shows that the respondents are not very confident on the websites about transfer of money.

15.   Poor response customer service: Most of the respondents (90.0%) have agreed to the poor response of the customer service. A good customer service which understands and sorts out the concerns of the customers is highly appreciable.

16.   Not interested in e-commerce: The respondents are neutral (46.7%) in showing their interest. There are respondents (20.0%) who are not interested in e-commerce, which might be likely due to all the negative factors and experiences they have come across.

B. Negative perception of e-commerce by non-online shoppers by their age (ANOVA Test):

In today's global competitive environment, delivering quality online shopping is considered as an essential strategy for success and survival. Generally, particular age groups of people are more aware of their requirements and standards of online purchase. Therefore, the online shopping could bring standardized service qualities based on their feedback.

Table: 2 Negative perception of e-commerce by non-online shoppers by their age (ANOVA Test)

Negative Perception of e-commerce	Descriptive				ANOVA Test				Result
	Age	N	Mean	S.D.	df	Means square	F	Sig*	
Negative Perception of e-commerce	14-18 Yrs	05	51.00	2.12	3	182.85	8.530	0.000	S
	18-30 Yrs	13	53.15	5.84	26	21.43			
	31-45 yrs	08	60.12	3.94	29				
	> 45 Yrs	04	62.75	2.62					
	Total	30	55.93	6.17					

*denotes significant at 1% level.

It is found that the more than 45 years age group of respondents scored high in the mean, which indicates that respondentshave high negative perception about online shopping than other category of respondents. The above ANOVA table represents Negative Perception of e-commerce and the age group of the respondents. It is significantly proved the negative perception of e-commerce by the non-online shoppers significantly vary by their age.

C. Chi-Square Test:

The table below shows that calculated value (0.9593) is lower than the table value (9.488). Hence, The Null hypothesis is accepted. It means, there is highly positive

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447

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relationship in response among the age and agreeableness on the changes of fraudulent products are high in the market towards Negative perception of e-commerce by non-online shoppers.

Table: 3 Difference in response among the age factor and agreeableness on the chances of fraudulent products are high in the market

Calculated Value	Table Value
0.9593	9.488

D. Correlation and Coefficient Test:

Table No: 4 Difference in response among gender agreeableness on the online orders are mismatching the products towards (towards Negative perception of e-commerce by non-online shoppers)

Parameter	Calculated value	Table value	Result
Correlation	0.7307	3.183	Yes
Coefficient	3.0008		

The above correlation result brings out that the value of correlation (**0.7307**) is very close to **1.0** that indicates on the difference in responses among the age and agreeableness on the online orders are mismatching the products towards (towards Negative perception of e-commerce by non-online shoppers) which means, there is significant in having same kind of answers among the two variables and a very high degree of positive relationship between them. Furthermore, from the coefficient of correlation results, it is found that the table value of 3df, at **5 %** level of significance is **3.183**. The calculated result is less (**3.0008**) than the table value. Therefore, there is significant relationship among two variables.

VII. FINDINGS AND DISCUSSIONS& RESULTS

From the above interpretations based on various factors such as age, education, gender, income, and other important factors the main reason why E-Commerce is not successful in these semi urban towns are due to

- People from these semi urban places lack proper awareness to access e-commerce.
- According to their perception chances of fraudulent products are high in the market.
- Risk of Wrong products, Wrong size, Defective products, poor quality or duplicate products might be delivered.
- Delivery takes longer time than usual and in some cases delivery is not available for certain products which make them to prefer other means of shopping.
- Fear of accessing online transaction due to safety and threat. Might also due to fake websites, network issues in payment gateway page during large number of worldwide users at the same time.
- Customers should be able to choose right websites and trustworthy sellers.
- There are very less trustworthy sellers who bring quality products in deliverable stage to the customers to gain their satisfaction.

- Customers might find difficult to choose trustworthy sellers, despite of reviews. Seller ranking can help them to find so.
- In most of the cases people believe products are even cheaper in local market than on e-commerce.
- Fear of poor customer service/ uncertain risk condition in terms of warranty and guarantee from e-commerce.
- Other findings like the customers cannot bargain the price of their desired product as they do conveniently in their local markets.

VIII. IMPLICATIONS

Original Quality Products could be provided genuinely without any duplications or defects which would increase the trust from customers. Customer service regarding enquiry, replacement, and access of warranty and repairs should be made standard that would reduce the fear of product defect or malfunctioning which would subsequently gain customer trust and loyalty, despite of the population of customers in these semi-urban areas. Delivery could be made faster in order to gain large market share and stronger customer base. Awareness and benefits of E-commerce could be imposed through advertisements and offers. Youngsters could be taught about the right procedure to make online transactions and to recognize the wrong/fraudulent web-sites. More number of trustworthy sellers could be raised by bringing quality products at deliverable stage to the customers, in order to gain long term customers.

IX. CONCLUSION

E-Commerce is unavoidable in the forth coming era, as it plays major role and development in business development. Irrespective of obstacles E-commerce is going to conquer the market in days to come. And knowing the customer's needs and requirements from all places helps them to remain successful in their market. Though major cities havelarge population and ease access to E-commerce, these semi urban towns like Tirupattur will have easy access to E-commerce depends mainly on the steps to overcome all these obstacles identified from the above findings, which would increase their market share and would encourage the youngsters ranging between 18yrs to 45 yrs are more flexible to have greater possibility access and adaptability to E-commerce than other markets and mediums.

X. FUTURE RESEARCH SCOPE

This study can be further continued by
- product price variation between e-commerce and local markets at semi-urban places,
- its relation and difference in customer service and responses,
- product purchase interest – decision making based on products,influencing factors that hinders traditional offline buyer to become an online consumer.

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448

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