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A STUDY ON CUSTOMERS PERCEPTION TOWARDS ONLINE SHOPPING IN TIRUNELVELI DISTRICT

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ABSTRACT

Online shopping or known as e-shopping is one of the forms of electronic commerce which allows consumers to purchase goods or services from a seller over the internet using a web browser without going to the shop itself. Alternative names for online shopping are e-web-store, e-shop, e-store, and internet. Online shopping has given all types of consumers the ability of being able to buy anything, anywhere, and any product, regardless of where its location is in any part of the world .it involves various factors like, low price, saves time, convenience, all time shopping accessibility, broad availability of products but involves the risk of personal privacy and transactional security. Online shopping offers a tremendously different shopping experience for people in developing nations like India. Convenience is one of the main reasons for going into online shopping. Large discounts and offers provided by the online sellers also appeal to numerous buyers. This study tries to discover the customer preference towards online shopping.

Key words: Online shopping, Customer Perception

INTRODUCTION

The history said that there is an English entrepreneur Michael Aldrich who invented online shopping in 1979. During 1980s, Aldrich designed, manufactured, sold, installed, maintained and supported many online shopping systems, using videotext technology. Generally online stores enable the customers to browse the firm's range of products and services, view photos or images of the product, along with information about the product specifications and features and prices. There are various reasons of variable the customers buying patterns towards online retail shops. The facility of compare product with products on the base of price color, size and worth is one of

the biggest reimbursements of online shopping. The popular online retailing companies in India are Flipkart, Amazon, e-bay, Myntra, Jabong, snapdeal, and so on. The factors which impact customer preference towards online shopping are Information, Easy to use, Security, Satisfaction, Proper utilization of available information to compare the different products available in the market.

STATEMENT OF THE PROBLEM

This study has enabled us to gather the views of online customers in Norway with respect to what they expect and what has made them remain loyal (or) perception to the product or service. The objectives of this research work are to measure problems faced by customers in online shopping. More ever it explains the relationship between the customer perception and loyalty and how it relates to retention.

OBJECTIVES OF THE STUDY

1. To identify the Socio-economic profile of the respondents
2. To study the customer perception and loyalty of online shopping
3. To recommend the suitable suggestions

DATA OF THE STUDY:

Primary data

Primary data consists of original information gathered from sample size of 110 respondents residing in Tirunelveli district.

Secondary data

The secondary data consists of information that already exists and that was collected in the past for some other purposes.

SIZE OF SAMPLE:

The sample size selected for the research is 110 in the area of Tirunelveli districts.

REVIEW OF LITERATURE

1. **Thakur Sonal and Aurora Rajinder (2015)** found that Internet is one of the ways which is changing the consumers shopping and buying behaviour. Mostly consumers are using the internet to buy the product and to compare prices and features of product therefore; e-

companies should understand the internet users' perception towards the online purchasing. The prospect of online marketing is increasing in India with the increasing internet literacy.

2. **Vaitheesewaran (2013)** examined the convenience of online shopping "With product getting standardized, specifications getting fixed and the concept of service getting eroded, the post-sale responsibility of the retailer has come down drastically. Hence customers go to stores to explore the product physically detail but by online at a cheaper rate. Heavy discounts of e-commerce firms are possible because of their no warehouse model."

DATA ANALYSIS AND INTERPRETATION

AGE WISE CLASSIFICATION OF THE RESPONDENTS

The age wise classification of the respondents depicted in the following table

AGE WISE CLASSIFICATION OF THE RESPONDENTS

S.no	Age (in years)	No. of the Respondents	Percentage
1.	Up to 30 years	52	47
2.	31 to 40 years	35	32
3.	41 to 50 years	13	12
4.	Above 50 years	10	9
	Total	110	100

Source: Primary Table

Table shows that out of 110 respondents, 47 % respondents belong to the age group of up to 30 years, 32% respondents belong to the group of 31 to 40 years, 12 % respondents belong to the age group of 41 to 50 years, and 9% respondents belong to the age group of above 50 years

MARITAL STATUS OF THE RESPONDENTS

The marital status of the sample respondents is given in Table

MARITAL STATUS

S.NO	Marital Status	No. of respondents	Percentage
1.	Married	45	41
2.	Unmarried	65	59
		110	100

Source: Primary data

Table show reveals that out of 110 respondents, 59% respondents are unmarried

and 41%   of respondents are married.

INCOME WISE CLASSIFICATION OF THE RESPONDENTS

The income-wise classification of the respondents is depicted in the Table 1.3

INCOME WISE CLASSIFICATION

S.NO	INCOME	No.of. Respondent	Percentage
1.	Up to Rs,10,000	14	13
2.	10,001 - 20,000	36	33
3.	20,001 - 30,000	41	37
4.	Above 30,000	19	17
	Total	110	100

Source: Primary data

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Table Shows that out of 110 respondents , 37% of the respondents are earn monthly income of Rs.20,001 -30,000 , 33% of the respondents are earn monthly income Rs,10,001 - 20,000, 17% of the respondents are earned monthly income above 30,000 , and 13 % of the respondents are earn a monthly income Up to 10,000.

PERCEPTIONS OF ONLINE SHOPPING
TABLE 1.4

Perceptions of online shopping

S.NO	Perceptions	Descriptive statistics		
		N	Mean	Std. deviations
1.	Delivery Time	100	3.97	1.93
2.	Reputation of the company	100	4.07	1.289
3.	Guarantees &Warrantees	100	4.21	1.094
4.	Privacy of information	100	3.97	1.105
5.	Prices	100	4.22	1.079
6.	Safety	100	4.26	1.088

From the above table it is clear that the price safety of the product that have the most influencing factor of the purchase of the product safety. The second influence factor is prices. The third factor is Guarantees &Warrantees. The Fourth factor is Reputation of the company .The fifth factor is Delivery time & Privacy of information.

SUGGESTION

➢ Internet environment has to be improved in area of art, dynamic and interactive techniques
➢ E-Retailers should avoid a hidden charge
➢ E-Retailers should provide a variety of quality service.
➢ Online shopping portals should be made affordable, to the middle-income group

CONCLUSION

Online shopping is extremely convenient and has become extremely popular. consumers have shown different buying behaviour when shopping online as compared to when they are shopping in a physical store. Online shopping is very convenient in a physical store .the online promotion tools are very effective in reaching out to the target audience, in the era of technology ,Wi-Fi –services etc. In description of the entire products and service, online promotion can serve an excellent purpose .since all types of products and services have the potential promoted and to be sold over the internet, companies must ensure that they promote their products on the internet effectively.

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