

## **A Study On Consumer's Buying Perception Towards Online Shopping In Palayamkottai**

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### **Abstract**

The rapid growth of internet usage and technological advancements has significantly transformed consumer shopping behavior, leading to the rise of online shopping. This study explores the buying perception of consumers towards online shopping in Palayamkottai, focusing on demographic factors, awareness, satisfaction levels, and the influence of various factors on online shopping behavior. Using a descriptive research design and convenience sampling technique, data were collected from 110 respondents through a structured questionnaire. The study found that demographic factors such as education and occupation significantly influence online shopping behavior, while age, gender, and income do not. Most respondents are aware of online shopping, and factors such as convenience, time-saving, and product availability are key motivators. Flipkart, Snapdeal, and Amazon are the preferred online shopping platforms. The study concludes with suggestions for online merchants to enhance consumer satisfaction, such as targeting senior citizens, conducting awareness programs, and improving user-friendliness and security of e-shopping portals. This research provides valuable insights for online retailers to understand and cater to the evolving needs of online shoppers in Palayamkottai.

**Keywords:** Online shopping, Consumer perception, Demographic factors, Satisfaction levels, E-commerce, Convenience

### **Introduction**

Online shopping is commonly known as internet shopping or e-shopping. Online shopping is done when the consumers purchase products on on-line. It is the process of buying goods and services from merchants who sell on the through online shopping; consumers purchase the products without physically visiting the store. Nowadays the consumers have become more shopping conscious and surf the internet on a daily basis and buy products even across the globe. Development in technology leads to increase in the usage of internet in recent times. Online buying and selling gives new opportunities. This is a qualitative study to explore perception of the consumer towards online shopping and also discriminate this perception gender wise. For this purpose with help of convenient sampling method 110 respondents were selected and data were collected through structured questionnaire.

### **Objectives of the study**

The following are the objectives of the study:

- To Study the demographic profile of the respondents
- To know the analysis of perception awareness and level of satisfaction of the online buyers

- To understand the influencing factors of perception of online buyers towards online shopping
- To offer suitable suggestions for enhancing consumers satisfaction

### Research Methodology

The present study is descriptive in nature. Survey method is used for this study. For the purpose of the study data were collected from 110 consumers using convenience sampling technique. The primary data has been collected through an interview schedule. The sample for the study was selected on a convenience basis. The area of the research is confined to Palayamkottai only. The secondary data collected from magazine, reports, standard text books and information from internet.

### Statistical tools for analysis

The following tools were used in the study

- 1) Simple percentage was used to analyse the data.
- 2) Rank correlation is used to analysed the various factors.
- 3) Means score was used to analysed the data
- 4) Chi-Square test

### Limitations of the study

- 1) Lack of environmental support for the topic
- 2) The time was limited. The sample size is very less
- 3) The based on primary data hence we cannot argue that the research is applicable in each condition, time and place
- 4) The study was confined only in Palayamkottai. the respondents were selected randomly. The result of the study cannot be generalised

### The factor influencing of buyer's demographics on online shopping behaviour

To test the significant of factor influencing the buyer's demographics on online shopping, chi square test is applied to ascertain the significant influence of age, gender, Education qualification, occupation, Monthly income on online shopping behaviour. The following null hypothesis were framed

**Ho: There is no significant influence of buyers (a)age, (b)gender, (c)Education qualification, (d) occupation,€ Monthly income.**

Table 1 shows the result of significant of factor influencing buyer's demographics on online shopping,

**Table – 1 Influence of buyer Demographic Profile of the online shopping Behaviour**

Particulars	Classification	No. Of Respondents	%	Chi-Square test			
				DF	Table Value	CV	Result
Age	Below 30	48	44	2	5.99	1.44	NS
	31- 40	20	18				
	41 – 50	24	27				
	Above 51	18	10				
Gender	Male	70	64	4	9.49	8.87	NS
	Female	40	36				
Education qualification	SSLC	20	18	4	9.49	16.92	S
	HSC	24	22				
	UG	6	6				
	PG	20	11				
	Ph. D. Degree	22	20				
Professional Degree	18	16					
Occupation	Business	24	22	9	9.49	10.79	S
	Salaried	18	16				
	Agriculture	13	12				
	Students	20	18				
	Home Maker	22	20				

	Other	13	12				
Monthly Income	Below Rs. 10,000	20	18	4	5.99	6.04	NS
	Rs. 10,001 – 20,000	20	18				
	Rs. 20,001 – 30,000	33	30				
	Rs. 30,001 – 40,000	17	16				
	Above Rs. 40,001	20	18				

Out of five Variables Education, Occupation, , was found to have influenced online shopping. The other three factors i.e age, gender, income did not influence the online shopping. Hence the null hypothesis is rejected

**Table – 2 Buying perception towards Online Shopping**

Particulars	Classification	No. Of Respondents	Percentage
Aware of Online Shopping	Yes	90	82
	No	20	18
Frequency of Online Usage	Very Often	24	22
	Often	18	16
	Some times	26	24
	Rarely	22	20
	Never	20	18
Monthly Spending Month	Less than Rs. 500	35	32
	Rs. 501 – 1000	31	28
	Rs. 1001 - 5000	20	18
	Rs. 5001 – 10,000	18	16
	More than Rs. 10,000	6	6
Buying Occasions	Festivals	26	24
	Gifts	15	14
	Offers	29	26
	Wedding	16	14
	New product Launch	13	12
	Others	11	10

**Table – 3 Preferred online shopping companies**

Online shopping companies	Meanscore	Rank
Flipkert	1.36	1
Ebay.in	0.32	7
Myntra.com	0.84	5
Snapdeal	1.23	2
Jabong.com	0.99	4
Amazon.com	1.15	3
Shopclues	0.78	6

**Table – 5 Types of Goods Purchased through online shopping**

Particulars	Rank
Groceries	3
Cosmetics	1
Book/CDS	5
Clothes	2
Furniture	4
Electronic Gadgets	7
Compute Product	8
Toys	6

### Reasons for using online shopping

Table 6 shows that the result of one sample T-test for testing the reason for using in online shopping against the average score

**Table – 6 Reasons for using online shopping**

Reason	mean	SD	t-Value	p-Value
Saves Money	4.09	1.58	25.12	P<0.001
Saves Time	4.13	1.58	21.08	P<0.001
Convenient	4.33	1.77	29.64	P<0.001
Availability of Product	4.05	1.47	17.28	P<0.001
Delivery of Product	4.15	1.76	20.88	P<0.001
Internet Availability	4.09	1.52	19.68	P<0.001

From the table 6,t-values of Reasons for using online shopping is 25.12,21.08,29.64,17.28,20.88, 19.68.This shows that there is significant difference between the mean responses given by the respondents towards the reason for using and test the average score (=3).

**Table – 7 Level of satisfaction towards on line shopping**

Particulars	Frequency	Percentage
Excellent	20	18
Good	44	40
Average	33	15
Poor	13	12

### Findings

- It is inferred from the study ,44%of the respondents belong to the age group of below 30 years,22% of the respondents belong to the age group of 41 years-50 years ,18% of the respondents belong to the age group 31 -40 years and the remaining 16%of the respondents belong to the age group of above 51 years.
- 64% of the respondents are male and, 36% of the respondents are female.
- 22% of the respondents completed the HSC, 20% of the respondents completed the Ph.D. degree, 11% of the respondents completed PG. 18% of the respondents completedSSLC.16% of the respondent scompleted professional degree and 6% of the respondents completed UG.
- 27% of the respondents are students.
- 30% of the respondents earnings are Rs.20,001 to Rs.30,000 as their family income.
- 82% of the respondents have awareness towards online shopping electronic products.
- 24% of the respondents are using online shopping only for some times.
- 34% of the respondents used to spend Rs.5,001-Rs.10,000 for online shopping.
- The respondents ranked first for Flipkart, second on Snapdeal followed to Amazon
- Out of six Variables Education, Occupation, Awareness level, was found to have influenced online shopping. The other three factors i.e age, gender, income did not influence the online shopping
- 64 % of the respondents are using online shopping to save their time. So it got first rank.
- 40% of the respondents are satisfied with their spending money level for online shopping.

### Suggestion

On the basis of the findings of the present study, the following recommendations can be put forth:

- Online merchant should concentrate senior citizens..
- Awareness programme should be conducted by Online merchant.
- Online shopping website should make as user-friendly.
- E-merchant should educate the consumer about E-shopping portal by giving some tips during payment.

- Online merchants should remove the fear of product quality, durability and payment.

### **Conclusion:**

Online shopping has become popular with the increase in usage of internet. Consumers are drawn to shop online not only due to a great level of convenience, but also because of the vast variety of choices available online, lesser prices and better access to detailed information. These factors can be physiological such as trust, security, and website design, perceived risk, associated with the purchase of product which includes risk of financial loss and product performance or durability. Demographic factors like age, gender, marital status, income group and occupation also affect the attitude of online shoppers while buying product online along with website and the visual design of the website. Thus, the study focuses primarily on the factors affecting attitude of consumers while shopping online. With the help of data generated guidelines were created to help the consumers in making better online buying decisions.

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