

Research Article

**A Study on Impact of Consumer Attributes on Perception Towards Different Factors of Online Shopping in Tirunelveli District, Tamilnadu**

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**ABSTRACT**

The study assessed the significance of difference of consumers' perception towards various factors (Risk, Delivery time, Convenience, Charges, Offer, and Privacy) of online shopping on the basis of consumer attributes such as age group, educational qualification, and monthly income. The primary data collected with the help of questionnaires. Researchers circulate 500 questionnaires in the selected area during stipulated time. In these 500 questionnaires researcher did not reject any Questionnaires on the basis of the incompleteness of data. Finally researcher gets 500 questionnaires for completing his research part. Data from Books, Websites, Reports, Journals, Conference papers, Audit reports, Magazines and other published and unpublished data from government and nongovernment sector was utilized for the research. The study indicates that there is no significant difference in consumers' perception towards various factors of online shopping on the basis of age group of consumers and educational qualification of the consumers. It stated that the respondents whether they belong within the age group or between the age group his perception towards online shopping is same. It stated that the respondents whether they belong within the educational qualification or between the educational qualification his perception towards online shopping is same. The study further indicates that there is a significant difference in consumers' perception towards various factors of online shopping on the basis of monthly income of consumers.

**KEY WORDS:** Perception, Factors, Online Shopping and Buying Behaviour

**INTRODUCTION**

Today as we all know that online shopping is the new propensity of shopping in India that is used to refer to computer-based shopping. In last some few years online shopping has increased the ratio of online buyer's in India. We can say that online shopping in India is currently experiencing a period of rapid development. Online shopping in India is a rich section waiting to be explored. In online shopping, Consumers purchase the products (Like - Books, electronic appliances, clothes, Home & Kitchen Appliances, etc.) directly from the online shopper by using an internet. The researcher thinks that online shopping is the new buzzword in India.

**SIGNIFICANCE OF THE STUDY**

Consumer Behavior is a manner that a consumer display while buying the product or a service. Each and every consumer has his/her own buying behavior that he displays it during purchase of different products. This behavior displayed by the consumer is the result of a number of influences which he/she receives from the environment. These influences can be categorized into four factors viz. Cultural factors, Social factors, Personal factors and Psychological factors.

1. The customers/consumers to learn how to explore shopping site together and discuss the sites values and make decisions.
2. To provide an overview to online shopper about how to reach the global market by identifying the consumer buying behavior.
3. In formulating plans and policies by the concerned bodies for addressing the latest growing trend of shopping on online shopping site.

4. This study is as a stepping-stone for future research where hopefully more generalized conclusions can be made.

5. The findings from this study can be used for further research work on consumer buying behavior social towards online shopping.

### SCOPE OF THE STUDY

Tirunelveli district which has witnessed the rapid expansion in the field of online shopping in the past some year is now having a new type of competition & challenge in the form of online shopping. This is further enhanced by a few online sellers introducing the concept of online shopping. Thus the need has arisen to make a buying behavior study of a consumer on online shopping to assess the future of this line of business & to study the future of direction and change being adopted by the existing online seller in the light of the growth of online shopping. The study will focus on Tirunelveli district. The proposed study will focus on Consumer buying behavior. The proposed study will cover homemaker, mall's visitors, corporate area, rural area, college and universities that are operated in Tirunelveli district, Tamilnadu. The study will focus on how consumer attributes impact on consumer buying behavior to Tirunelveli district, Tamilnadu.

### OBJECTIVES OF THE STUDY

- ✓ To know the consumer attributes impact on consumer buying behavior to Tirunelveli district, Tamilnadu.
- ✓ To explore the consumers' perception towards various factors of online shopping in Tirunelveli district, Tamilnadu.

### METHODOLOGY

The primary data collected with the help of questionnaires. Researchers circulate 500 questionnaires in the selected area during stipulated time. In these 500 questionnaires researcher did not reject any Questionnaires on the basis of the incompleteness of data. Finally researcher gets 500 questionnaires for completing his research part. Data from Books, Websites, Reports, Journals, Conference papers, Audit reports, Magazines and other published and unpublished data from government and nongovernment sector was utilized for the research.

### LIMITATIONS OF THE STUDY

Some of the limitations of the research are as follows:

1. The study will focus on respondents of Tirunelveli district, Tamilnadu.
2. The research study area is limited to homemaker, mall's visitors, rural area, college and universities that are operated in Tirunelveli district, Tamilnadu
3. The research will exclude the view of youth below 15 years age of group.
4. Sites other than homeshop18, naaptol, flipkart, amazon, snapdeal, will not be included.

### ANALYSIS AND INTERPRETATION

**Table 1**  
**Reasons for Buying Products through Online**

Sl. No	Reasons	No. of Respondents	Percentage (%)
1.	Price	85	17.0
2.	Convenience & time saving	95	19.0
3.	Provision to compare various brands	45	9.0
4.	Fast Delivery	50	10.0
5.	Return of products	31	6.2
6.	Advertising	49	9.8
7.	Customer review	77	15.4
8.	Friends' Referral	68	13.6
	<b>Total</b>	<b>500</b>	<b>100</b>

Source: Primary data

Table 1 highlights that 19% of the respondents are buying products through online for convenience & time saving, 17% of the respondents are buying products through online for price, 15.4% of the respondents are buying products through online for customer review, 13.6% of the respondents are buying products through online for friends' referral, 10% of the respondents are buying products through online for fast delivery, 9.8% of the respondents are buying products through

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online for advertising, 9.% of the respondents are buying products through online for provision to compare various brands and 6.2% of the respondents provision to compare various brands for return of products. It is inferred that most of the respondents are buying products through online for convenience & time saving.

**Table 2**  
**Sources through know about online shopping**

Sl. No	Sources through know about online shopping	No. of Respondents	Percentage (%)
1.	Friends and relatives	159	31.8
2.	TV Advertisement	123	24.6
3.	Apps	65	13.0
4.	Newspapers	39	7.8
5.	Magazines	48	9.6
6.	Websites	52	10.4
7.	Others	14	2.8
	<b>Total</b>	<b>500</b>	<b>100</b>

Source: Primary data

Table 2 indicates that 31.8% of the respondents know about online shopping through friends and relatives, 24.6% of the respondents know about online shopping through TV advertisement, 13% of the respondents know about online shopping through Apps, 10.4% of the respondents know about online shopping through websites, 9.6% of the respondents know about online shopping through magazines, 7.8% of the respondents know about online shopping through newspapers and 2.8% of the respondents know about online shopping through other sources. It is inferred that most of the respondents know about online shopping through friends and relatives.

**Table 3**  
**Frequency of online purchase**

Sl. No	Frequency of online purchase	No. of Respondents	Percentage (%)
1.	During offer period	166	33.2
2.	During festival seasons	116	23.2
3.	On all occasions	43	8.6
4.	Rarely	91	18.2
5.	Frequently	84	16.8
	<b>Total</b>	<b>500</b>	<b>100</b>

Source: Primary data

Table 3 shows the frequency of making online purchase of sample respondents. Table reveals that 33.2% of the respondents purchase through online during offer period, 23.2% of the respondents during festival seasons, 18.2% of the respondents rarely purchase through online, 16.8% of the respondents frequently purchase through online and 8.6% of the respondents purchase through online on all occasions.

**Association between age group of sample respondents and Frequency of online shopping**

In order to find the relationship between age group of sample respondents and frequency of online shopping, a two-way table with age group of sample respondents and frequency of online shopping was constructed. Accordingly, sample respondents have been grouped into four categories on the basis of their age group. Chi-square test is attempted with the following hypotheses,

**Null Hypothesis (H<sub>01</sub>):** There is no significant relationship between age group of sample respondents and frequency of online shopping

The details of frequency of online shopping among sample respondents on the basis of their age groups are presented in Table 4.

**Table 4**  
**Chi-square test for association between age group of sample respondents and frequency of online shopping**

Frequency of online shopping	Age Group				Total	Chi-square	p Value
	Below 30	31-40	41-50	Above			

	years	years	years	50 years		Value	
During offer period	14 (2.8)	47 (9.4)	65 (13)	40 (8)	166 (33.2)	28.646	0.004
During festival seasons	8 (1.6)	44 (8.8)	39 (7.8)	25 (5)	116 (23.2)		
On all occasions	4 (0.8)	16 (3.2)	17 (3.4)	6 (1.2)	43 (8.6)		
Rarely	14 (2.8)	30 (6)	35 (7)	12 (2.4)	91 (18.2)		
Frequently	22 (4.4)	24 (4.8)	25 (5)	13 (2.6)	84 (16.8)		
<b>Total</b>	<b>62</b> <b>(12.4)</b>	<b>161</b> <b>(32.2)</b>	<b>181</b> <b>(36.2)</b>	<b>96</b> <b>(19.2)</b>	<b>500</b> <b>(100)</b>		

Source: Primary data

Table 4 makes it clear that there is a relationship between the age group of sample respondents and frequency of online shopping. Age group-wise analysis of frequency of online shopping reveals that 13 per cent of the respondents who are in the age group of 41 to 50 years shops online during offer period, 9.4 per cent of the respondents who are in the age group of 31 to 40 years are making online shopping during offer period, 8.8 per cent of the respondents who are in the age group of 31 to 40 years do online shopping during festival seasons, 8 per cent of the respondents who are in the age group of above 50 years shops online during offer period, 7.8 per cent of the respondents who are in the age group between 41-50 years shops online during festival seasons and 7 per cent of the respondents who are in the age group of 41 to 50 years do online shopping rarely.

From table, it is inferred that 'p' value is less than 0.05. So the null hypothesis is rejected and the alternative hypothesis is accepted that there is a significant relationship between age group of sample respondents and frequency of online shopping. Hence, it is concluded that age is a significant factor determining the frequency of online shopping.

**Association between age group of the sample respondents and their perception towards various factors of online shopping**

To know the association between age group of the sample respondents and their perception towards various factors of online shopping, analysis has been made with the following hypothesis. Null Hypothesis: "There is no significant association between the age group of the sample respondents and their perception towards various factors of online shopping".

To test the above hypothesis one way ANOVA test has been used and the results are presented in the following table.

**Table 5**  
**One Way ANOVA for perception towards various factors of online shopping based on Age group of Consumers**

Factors	Age group	Sum of Squares	df	Mean Square	F	Sig.
<b>Risk</b>	Between Groups	2.048	3	.683	.713	.545
	Within Groups	475.152	496	.958		
	Total	477.200	499			
<b>Delivery Time</b>	Between Groups	.784	3	.261	.215	.886
	Within Groups	602.208	496	1.214		
	Total	602.992	499			
<b>Convenience</b>	Between Groups	6.301	3	2.100	.610	.609
	Within Groups	1708.947	496	3.445		
	Total	1715.248	499			
<b>Charges</b>	Between Groups	3.834	3	1.278	1.516	.209
	Within Groups	417.964	496	.843		
	Total	421.798	499			
<b>Offer</b>	Between Groups	.321	3	.107	.143	.934
	Within Groups	370.357	496	.747		

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	Total	370.678	499			
<b>Privacy</b>	Between Groups	2.864	3	.955	1.047	.372
	Within Groups	452.374	496	.912		
	Total	455.238	499			

**Source: Computed Data**

The ANOVA test highlights that there is no statistically significant relationship between age group of the consumers and perception towards various factors of online shopping namely risk. Therefore, **H<sub>0</sub> is accepted** (p-value 0.545 > 0.05) at 5% level of significance.

The ANOVA test further highlights that there is no statistically significant relationship between age group of the consumers and perception towards various factors of online shopping namely delivery time. Therefore, **H<sub>0</sub> is accepted** (p-value 0.886 > 0.05) at 5% level of significance.

The ANOVA test further reveals that there is no statistically significant relationship between age group of the consumers and perception towards various factors of online shopping namely convenience. Therefore, **H<sub>0</sub> is accepted** (p-value 0.609 > 0.05) at 5% level of significance. Further it is found that the perception towards various factors of online shopping namely convenience is not varied among different age group of consumers.

The ANOVA test further reveals that there is no statistically significant relationship between age group of the consumers and perception towards various factors of online shopping namely charges. Therefore, **H<sub>0</sub> is accepted** (p-value 0.209 > 0.05) at 5% level of significance. Further it is found that the perception towards various factors of online shopping namely charges is not varied among different age group of consumers.

The ANOVA test further demonstrates that there is no statistically significant relationship between age group of the consumers and perception towards various factors of online shopping namely offer. Therefore, **H<sub>0</sub> is accepted** (p-value 0.934 > 0.05) at 5% level of significance. Further it is found that the perception towards various factors of online shopping namely offer is not varied among different age group of consumers.

The ANOVA test further demonstrates that there is no statistically significant relationship between age group of the consumers and perception towards various factors of online shopping namely privacy. Therefore, **H<sub>0</sub> is accepted** (p-value 0.372 > 0.05) at 5% level of significance. Further it is found that the perception towards various factors of online shopping namely privacy is not varied among different age group of consumers.

**Association between educational qualification of the sample respondents and their perception towards various factors of online shopping**

To know the association between educational qualification of the sample respondents and their perception towards various factors of online shopping, analysis has been made with the following hypothesis.

Null Hypothesis: “There is no significant association between the educational qualification of the sample respondents and their perception towards various factors of online shopping”.

To test the above hypothesis one way ANOVA test has been used and the results are presented in the following table.

**Table 6**  
**One Way ANOVA for perception towards various factors of online shopping based on Educational qualification of Consumers**

<b>Factors</b>	<b>Educational qualification</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
<b>Risk</b>	Between Groups	4.218	4	1.055	1.104	.354
	Within Groups	472.982	495	.956		
	Total	477.200	499			
<b>Delivery Time</b>	Between Groups	8.482	4	2.120	1.765	.135
	Within Groups	594.510	495	1.201		
	Total	602.992	499			
<b>Convenience</b>	Between Groups	29.636	4	7.409	2.176	.071
	Within Groups	1685.612	495	3.405		
	Total	1715.248	499			

<b>Charges</b>	Between Groups	6.901	4	1.725	2.058	.085
	Within Groups	414.897	495	.838		
	Total	421.798	499			
<b>Offer</b>	Between Groups	5.909	4	1.477	2.005	.093
	Within Groups	364.769	495	.737		
	Total	370.678	499			
<b>Privacy</b>	Between Groups	9.376	4	2.344	2.602	.035
	Within Groups	445.862	495	.901		
	Total	455.238	499			

**Source: Computed Data**

The ANOVA test highlights that there is no statistically significant relationship between educational qualification of the consumers and perception towards various factors of online shopping namely risk. Therefore, **H<sub>0</sub> is accepted** (p-value 0.354 > 0.05) at 5% level of significance.

The ANOVA test further highlights that there is no statistically significant relationship between educational qualification of the consumers and perception towards various factors of online shopping namely delivery time. Therefore, **H<sub>0</sub> is accepted** (p-value 0.135 > 0.05) at 5% level of significance.

The ANOVA test further reveals that there is no statistically significant relationship between educational qualification of the consumers and perception towards various factors of online shopping namely convenience. Therefore, **H<sub>0</sub> is accepted** (p-value 0.071 > 0.05) at 5% level of significance. Further it is found that the perception towards various factors of online shopping namely convenience is not varied among different educational qualification of consumers.

The ANOVA test further reveals that there is no statistically significant relationship between educational qualification of the consumers and perception towards various factors of online shopping namely charges. Therefore, **H<sub>0</sub> is accepted** (p-value 0.085 > 0.05) at 5% level of significance. Further it is found that the perception towards various factors of online shopping namely charges is not varied among different educational qualification of consumers.

The ANOVA test further demonstrates that there is no statistically significant relationship between educational qualification of the consumers and perception towards various factors of online shopping namely offer. Therefore, **H<sub>0</sub> is accepted** (p-value 0.093 > 0.05) at 5% level of significance. Further it is found that the perception towards various factors of online shopping namely offer is not varied among different educational qualification of consumers.

The ANOVA test further shows that there is a statistically significant relationship between educational qualification of the consumers and perception towards various factors of online shopping namely privacy. Therefore, **H<sub>0</sub> is rejected** (p-value 0.035 < 0.05) at 5% level of significance. That is the sample respondents differ significantly in the perception towards various factors of online shopping namely privacy when they are classified based on their educational qualification. Hence it is inferred that the perception towards various factors of online shopping namely privacy is differ among the different educational qualification of the customers in the study area.

**Association between monthly income of the sample respondents and their perception towards various factors of online shopping**

To know the association between monthly income of the sample respondents and their perception towards various factors of online shopping, analysis has been made with the following hypothesis.

Null Hypothesis: “There is no significant association between the monthly income of the sample respondents and their perception towards various factors of online shopping”.

To test the above hypothesis one way ANOVA test has been used and the results are presented in the following table.

**Table 7**

**One Way ANOVA for perception towards various factors of online shopping based on Monthly income of Consumers**

Factors	Monthly income	Sum of Squares	df	Mean Square	F	Sig.
<b>Risk</b>	Between Groups	7.942	3	2.647	2.798	.040

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	Within Groups	469.258	496	.946		
	Total	477.200	499			
<b>Delivery Time</b>	Between Groups	12.773	3	4.258	3.578	.014
	Within Groups	590.219	496	1.190		
	Total	602.992	499			
<b>Convenience</b>	Between Groups	10.446	3	3.482	1.013	.387
	Within Groups	1704.802	496	3.437		
	Total	1715.248	499			
<b>Charges</b>	Between Groups	4.146	3	1.382	1.641	.179
	Within Groups	417.652	496	.842		
	Total	421.798	499			
<b>Offer</b>	Between Groups	6.159	3	2.053	2.794	.040
	Within Groups	364.519	496	.735		
	Total	370.678	499			
<b>Privacy</b>	Between Groups	5.544	3	1.848	2.038	.108
	Within Groups	449.694	496	.907		
	Total	455.238	499			

**Source: Computed Data**

The ANOVA test shows that there is a statistically significant relationship between monthly income of the consumers and perception towards various factors of online shopping namely risk. Therefore, **H<sub>0</sub> is rejected** (p-value 0.040 < 0.05) at 5% level of significance. That is the sample respondents differ significantly in the perception towards various factors of online shopping namely risk when they are classified based on their monthly income. Hence it is inferred that the perception towards various factors of online shopping namely risk is differ among the different monthly income of the customers in the study area.

The ANOVA test further shows that there is a statistically significant relationship between monthly income of the consumers and perception towards various factors of online shopping namely delivery time. Therefore, **H<sub>0</sub> is rejected** (p-value 0.014 < 0.05) at 5% level of significance. That is the sample respondents differ significantly in the perception towards various factors of online shopping when they are classified based on their monthly income namely delivery time. Hence it is inferred that the perception towards various factors of online shopping namely delivery time is differ among the different monthly income of the customers in the study area.

The ANOVA test further shows that there is no statistically significant relationship between monthly income of the consumers and perception towards various factors of online shopping namely convenience. Therefore, **H<sub>0</sub> is accepted** (p-value 0.387 > 0.05) at 5% level of significance.

The ANOVA test further highlights that there is no statistically significant relationship between monthly income of the consumers and perception towards various factors of online shopping namely charges. Therefore, **H<sub>0</sub> is accepted** (p-value 0.179 > 0.05) at 5% level of significance. Further it is found that the perception towards various factors of online shopping namely charges is not varied among different monthly income of consumers.

The ANOVA test further demonstrates that there is a statistically significant relationship between monthly income of the consumers and perception towards various factors of online shopping namely offer. Therefore, **H<sub>0</sub> is rejected** (p-value 0.040 < 0.05) at 5% level of significance. That is the sample respondents differ significantly in the perception towards various factors of online shopping namely offer when they are classified based on their monthly income. Hence it is inferred that the perception towards various factors of online shopping namely offer is differ among the different monthly income of the customers in the study area.

The ANOVA test further depicts that there is no statistically significant relationship between monthly income of the consumers and perception towards various factors of online shopping namely privacy. Therefore, **H<sub>0</sub> is accepted** (p-value 0.108 > 0.05) at 5% level of significance. Further it is found that the perception towards various factors of online shopping namely privacy is not varied among different monthly income of consumers.

**SUGGESTIONS**

- ✓ There is still low level of computer accessibility and lack of awareness of online shopping even in the educated. There is a barrier in experiencing online shopping. Hence the companies should make the people aware through different ways.
- ✓ As there are no proper laws for online purchases, they have to be implemented to prevent the anonymous intruders. This will help to maintain security and private information properly concerning the respondents. So the website developers and service providers should take necessary steps to overcome this problem.

### **CONCLUSION**

The study assessed the significance of difference of consumers' perception towards various factors (Risk, Delivery time, Convenience, Charges, Offer, and Privacy) of online shopping on the basis of consumer attributes such as age group, educational qualification, and monthly income. The study indicates that there is no significant difference in consumers' perception towards various factors of online shopping on the basis of age group of consumers and educational qualification of the consumers. It stated that the respondents whether they belong within the age group or between the age group his perception towards online shopping is same. It stated that the respondents whether they belong within the educational qualification or between the educational qualification his perception towards online shopping is same. The study further indicates that there is a significant difference in consumers' perception towards various factors of online shopping on the basis of monthly income of consumers.

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