

CUSTOMERS' OPINION TOWARDS ONLINE SHOPPING IN TIRUPUR DISTRICT

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ABSTRACT

Online shopping has become an important part of our lives. Today every one lives on internet for everything. Online shopping is extremely different shopping experience of people in developing nations like India. Rural peoples also start buying products in online shopping. Convenience is one of the main reasons, but huge discounts and offers provided by the online sellers was the important reason for increasing tremendous sales in online shopping. There are virtual stores that allow people to shop comfortable even without stepping out of the house and keeps one way from expenses of travelling and dealing with salesman. Knowing some amazing facts about online shopping can help people to save money. This study attempts to find out the customers opinion towards online shopping in tirupur district. The data were collected from 300 respondents those who are buying products in online shopping. The well structured close ended and open ended questionnaire have prepared for collecting data. This study helps to find out the growing importance of online shopping, Reason for buying products, product preferences, problems faced by the customers and relevant factors, also suggest the steps have to be taken to the online sellers to improve their sales.

Key words: Online shopping, Products, Peoples, Satisfaction

1. INTRODUCTION

Shopping is an activity in which a customer browses the availability of goods or services presented by one or more retailers with the internet to purchase a suitable selection of them. Shopping hubs, stores, home shopping, neighbourhood shopping are some types of shopping methods available in India. Now online shopping plays an important role in all types of shopping. Online shopping or e-shopping is a form of electronic commerce allowing consumers to directly buy goods or services from a seller over the internet using a web browser. Alternative names are: e-web store, e-shop, e-store, internet shop, webshop, webstore, onlinestore, online store front and virtualstore. Mobile commerce describes purchasing from an online retailer's mobile optimized online site or app. An online shop evoke the physical analogy of buying products or services at a

bricks and mortar retailer or shopping center; the process is called business to consumer (b2c) online shopping. In case where a business buys from another business the process is called business to business online shopping. The largest of these online retailing corporate are flipkart, snapdeal, amazon, shopping zone and e-bay etc. Retail success is no longer all about physical stores. This is evident because of the increase in retailers now offering online store interface for consumers with the growth of online shopping, comes a wealth of new market footprint, coverage opportunities for stores that can appropriately cater to offshore market demand and service requirements. Online shopping plays a big role in the world where it helps the people to buy the products through internet without any intermediaries. It helps the customers to save time, travel, cost, energy, etc. One can buy products online with different payment options like COD, Using Credit/Debit cards, Netbanking, cash transfer etc.

2. REVIEW OF LITERATURE

Gurvinder S Shergill (2005) describe in his articles that internet is changing the way consumer shop and buy goods and services and has rapidly evolved in to a global phenomenon. Consumer are using internet not only buying products also buying to compare price, quality, features, after sales services, delivery period, cash on delivery options are the prospectus of online business. Customer attitude towards website design, reliability, fulfilment, website customer service and website security services also discussed. Online customers were relatively satisfied with checkout processing, price and assortment of products, available on displays. Online buyers have a different perception of specific website elements and website factors have a crucial influence on online buyer's perception of online purchasing. *Na Li and Ping Zhang (2002)* states that as per CCLA centre for communication policy (2001) online shopping has become the third most popular internet activity followed by messaging and web browsing. He discover the model of consumer's online shopping attitude behaviour. They indicated consumer intention to buy online is positively associated with attitude towards internet buying and influence their decision making and purchasing behavior. Product characteristics and website quality significantly affect online shopping attitude, intention and behaviour, potentially leading to increased frequency of initial purchase and repeat purchases on the part of consumers.

Kanwalgurleen (2012) discussed that different options in internet encouraged them to search and eventually purchase online, because more than 100 million internet users in india. People those who are using internet from 5 to 7 hours a day were found to be adopter of online shopping. Price consciousness, convenience and variety, easy payment options and challenges of online shopping are the factors found to be a significant in online shopping. Without rush traffic and vehicles one can purchase a huge variety of product by spending minimum timing.

3. METHDOLOGY

3.1. Objectives of the Study

1. To identify the customers opinion towards online shopping in Tirupur District, Tamilnadu.
2. To identify the growing reasons of online shopping.
3. To find out the factor influencing to purchasing the product on online shopping.
4. To find out the problems faced by the customers in online shopping.

3.2. Scope of the Study

This study highlights the opinion and preference of the customer towards online shopping. This study helps to determine the problems or issues faced by the customers who do online shopping and find out the popular online sites which are preferred by the customers.

3.3. Research Methodology

Research design is the specification of methods and procedures for acquiring the information needed. It is the operational pattern of frame work of the project that stipulates what information is to be collected from which sources and by what procedures. Descriptive research design includes surveys and fact-findings, enquires of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. The descriptive study is typically concerned with determining frequency with something occurs or how variables vary together. This study is guided by an initial hypothesis. Primary data was the data originating by the research for the specific purpose of addressing problem. Here primary data is collected, by using closed-ended and open-ended questionnaire, directly from the respondent. Online buyers in Tirupur city is the sample unit of this study. A Non-Probability convenience sampling technique adopted by the researcher to conduct the survey. A total of 300 samples have been selected for the study. The collected data were analyzed with the help of Chi-Square Analysis, Percentage Analysis and ranking method.

3.4. Limitations of the Study

A sample size of 300 respondents was chosen due to the time constraint for the study. The area of the study is restricted to tirupur District only. So the results may not be generalized to other places. The accuracy of the figures and data depends on the respondents view.

4. RESULTS AND DISCUSSION

Table.1: Profile of the Online Users

| Demographic profile | Classification | No. of Respondents | Percentage |
|---------------------------|---------------------|--------------------|------------|
| Gender | Male | 231 | 77 |
| | Female | 69 | 33 |
| Age Group | Below 18 Years | 21 | 7 |
| | 19-25 Years | 114 | 38 |
| | 26-35 Years | 99 | 33 |
| | 36-45 Years | 57 | 19 |
| | Above 45 Years | 9 | 3 |
| Marital Status | Single | 231 | 77 |
| | Married | 69 | 23 |
| Educational Qualification | No Formal Education | 12 | 4 |
| | School level | 54 | 18 |
| | College level | 123 | 41 |
| | Professional | 111 | 37 |
| Monthly Income | Less than 10,000 | 15 | 5 |
| | 10,001-30,000 | 96 | 32 |
| | 30,001-50,000 | 108 | 36 |
| | 50,001-80,000 | 57 | 19 |
| | Above 80,000 | 24 | 8 |

The above table shows that 77% of the respondents are male and 23% of the respondents are female, 38% of the respondents belongs to the age group of 19-25 years, 33% of the respondents belongs to 26-35 years, 19% of the respondents belongs age 36-45 years and 7% of the respondents belongs to the age group of below 18 years and 3% of the respondents belongs to above 45 years, 38% of the respondents belong to the age group of 19-25 years, 23% of the respondents are married and 77% of the respondents are single, 41% of the respondents are college level, 37% of the respondents are Professional level, School level of the respondents are 18% and 4% of the respondents had no formal education, 36% of the respondents monthly income are Rs.30,001 – Rs.50,000, 32% of the respondents monthly income are Rs.10,001-30,000, 19% of the respondents monthly income are Rs.50,001 – Rs 80,000, 8% of the respondents monthly income are above Rs.80,000 and 5% of the respondents monthly income are less than 10,000.

Table.2: Online Buying Behaviour

| Online Buying Behaviour | Classification | No. of Respondents | Percentage |
|---------------------------------------|--|--------------------|------------|
| Frequency of purchase | Once a week | 117 | 39 |
| | Once in a month | 108 | 36 |
| | Once in six months | 69 | 23 |
| | Once in a year | 6 | 2 |
| Factors influencing on line purchases | Quality | 96 | 32 |
| | No hidden cost | 63 | 21 |
| | No travel to shop | 57 | 19 |
| | Wide range of products | 81 | 27 |
| | others | 3 | 1 |
| Product preference in online | Books | 36 | 12 |
| | Clothes | 27 | 9 |
| | Mobile | 99 | 33 |
| | Computer | 63 | 21 |
| | Camera | 39 | 13 |
| | Sandals | 27 | 9 |
| | Others | 9 | 3 |
| Reason for purchase through online | Best price | 102 | 34 |
| | Trust | 48 | 16 |
| | Brand conscious | 36 | 12 |
| | Convenience and time saving | 96 | 32 |
| | others | 18 | 6 |
| Source of ideas | Suggestions from friends and relatives | 72 | 24 |
| | TV advertisement | 99 | 33 |
| | Internet | 117 | 39 |
| | others | 12 | 4 |
| Product preference through feedbacks | Product rating | 108 | 36 |
| | Product review | 39 | 13 |
| | Advice from retail stores | 54 | 18 |

| | | | |
|---------------------------------------|--------------------------------------|---------------------------|-------------------|
| | Referred from friends/family members | 99 | 33 |
| Visiting before purchasing | 1-3 online stores | 102 | 34 |
| | 3-5 online stores | 138 | 46 |
| | More than 5 stores | 60 | 20 |
| Average amount spend for one purchase | Less than 500 | 33 | 11 |
| | 501-2000 | 129 | 43 |
| | 2001-5000 | 87 | 29 |
| | Above 5000 | 51 | 17 |
| Competitive service | Accept | 246 | 82 |
| | Neglect | 54 | 18 |
| Online Buying Behaviour | Classification | No. of Respondents | Percentage |
| Better than the physical store | Accept | 192 | 64 |
| | Neglect | 108 | 36 |
| Visiting online websites | Myntra.com | 12 | 4 |
| | Amazon | 99 | 33 |
| | Flipkart | 129 | 43 |
| | E-bay | 18 | 6 |
| | snapdeal | 42 | 14 |
| Mode of payment | Credit/debit card | 159 | 53 |
| | Bank transfer | 72 | 24 |
| | COD | 33 | 11 |
| | Others | 36 | 12 |
| Facing problems in online shopping | Accept | 93 | 31 |
| | Neglect | 207 | 69 |

The above table shows that 39% of the respondents are buys Once in a week, 36 % of the respondents are buys Once in a month, 23% of the respondents are buys six month once, 2% of the respondents are once in a year, 32% of the respondents are looks Quality as a factor for purchasing product on online, 27 % of the respondents are having wide range of products, 21% of the respondents are feels no hidden cost, 19% of the respondents are prefer no need to travel to shop and 1% of the respondents are said others factors, 33% of the respondents purchase Mobile phones, 21% of the respondents are purchase Computer, 13% of the respondents purchase Camera, 12% of the respondents purchase Books, 9% of the respondents purchase Cloths & Sandals and 3% of the respondents purchase others products, 34% of the respondents says price is the reason for purchase, 32% of the respondents made convenience and time saving, 16% of the respondents are reason for trust, 12% of the respondents made brand conscious and 6% of the respondents purchase for other reasons, 39% of the respondents refer News paper advertisement, 33% of the respondents refer TV advertisement, 24% of the respondents gets suggestion from Friends / Relatives and 4% of

the respondents get ideas from others sources,36% of the respondents made Product Ratings, 33% of the respondents referred from friends/family members,18% of the respondents made advice from retail store and 13% of the respondents made product reviews, 46% of the respondents visit 3-5 online stores before purchasing, 34% of the respondents visits 1-3 online stores and 20% of the respondents visits more than 5 stores,43% of the respondents spent Rs.501– 2000, 29% of the respondents spent Rs.2001 – 5000, 17% of the respondents spent above Rs.5000 and 11% of the respondents spent Less than Rs. 500 for single purchase, 82% of the respondents accept that online shopping is a competitive one, 18% of the respondent were neglect the statement, 64% of the respondents felt that online shopping is better than physical store,36% of the respondents reject the statement,43% of the respondents prefer Flipkart.com, 33% of the respondents prefer Amazon.com, 14% of the respondents prefer Snapdeal.com, 6% of the respondents prefer eBay.com and 4% of the respondents prefer Myntra.comfor their purchases, 53% of the respondents made credit/ debit card, 24% of the respondents made bank transfer, 12% of the respondents made others and 11% of the respondents made cash on Delivery,69% of the respondents facing problems in online shopping, 31% of the respondents were never facing any problems.

Table.3:Influencing factors and Barriers

| Influencing factors and Barriers | Classification | No. of Respondents | Percentage |
|-------------------------------------|---------------------------------|--------------------|------------|
| Factors influencing online shopping | Search Engine | 51 | 17 |
| | Family members recommendation | 39 | 13 |
| | Online advertisement | 108 | 36 |
| | TV advertisement | 87 | 29 |
| | others | 15 | 5 |
| Barriers in online shopping | Insecure payment | 42 | 14 |
| | Low trust level of online store | 51 | 17 |
| | Value added tax/custom duty | 27 | 9 |
| | Shipping cost | 48 | 16 |
| | Refund policy | 24 | 8 |
| | Warranty and claims | 69 | 23 |
| | Slow in delivery | 30 | 10 |
| | Others | 9 | 3 |

The above table shows that 36% of the respondents were awarded of Online shopping throw advertisement in internet, 29% of the respondents throwTV advertising, 17% of the respondents throw search engine, 13% of the respondents done throw Personal recommendation and 5% of the respondents known from other sources,23% of the respondents faced problems in warranty and claims, 17% of the respondents faced low trust of online store/ brand, 16% of the respondents faced shipping cost, 14% of the respondents faced problems regarding to payment, 10% of the respondents felt slow in delivery, 9% of the respondents felt value added tax/custom

duty, 8% of the respondents thought that refund policy was not appreciable, 3% of the respondents faced some other problems regarding online shopping.

Table.4: Satisfaction and Convenience

| Description | HS | % | S | % | N | % | DS | % | HDS | % |
|-----------------|-----|----|-----|----|-----|----|----|----|-----|----|
| Price | 21 | 7 | 114 | 38 | 99 | 33 | 57 | 19 | 9 | 3 |
| Convenience | 15 | 5 | 96 | 32 | 108 | 36 | 57 | 19 | 24 | 8 |
| Comparison | 102 | 34 | 48 | 16 | 36 | 12 | 96 | 32 | 18 | 6 |
| Product Reviews | 66 | 22 | 54 | 18 | 87 | 29 | 54 | 18 | 39 | 13 |

The above table shows that, 38% of the respondents are Satisfied that price of the products, 33% of the respondents are Neutral, 19% of the respondents are Dissatisfied, 7% of the respondents are Highly Satisfied and 3% of the respondents are Highly dissatisfied with regard to price, 32% of the respondents are satisfied in convenience point of view, 36% of the respondents are Neutral, 19% of the respondents are dissatisfied, 5% of the respondents are highly satisfied and 8% of the respondents are highly dissatisfied, 16% of the respondents are Satisfied with comparison facilities, 12% of the respondents are Neutral, 32% of the respondents are Dissatisfied, 34% of the respondents are Highly Satisfied and 6% of the respondents are Highly dissatisfied, 18% of the respondents are satisfied with product reviews, 29% of the respondents are Neutral, 18% of the respondents are dissatisfied, 22% of the respondents are highly satisfied and 13% of the respondents are highly dissatisfied.

Table.5: Chi-square test between monthly income and decision in the selection of product in online shopping (two-way table)

| Factors | Monthly income of the customer | | | | | Total |
|------------------------------|--------------------------------|----------------------|----------------------|----------------------|-------------|------------|
| | Less than 10000 | Rs. 10001- Rs. 30000 | Rs. 30001- Rs. 50000 | Rs. 50000- Rs. 80000 | Above 50000 | |
| Best price | 8 | 6 | 2 | 2 | 3 | 21 |
| Convenience and time saving | 35 | 12 | 16 | 43 | 8 | 114 |
| Not available in local store | 32 | 16 | 13 | 35 | 3 | 99 |
| Price comparison | 25 | 10 | 4 | 16 | 2 | 57 |
| Product review | 2 | 4 | 1 | 0 | 2 | 9 |
| Total | 102 | 48 | 36 | 96 | 18 | 300 |

Hypothesis: There is no significant relationship between monthly income and decision in the selection of product in online shopping.

CHI-SQUARE TEST BETWEEN MONTHLY INCOME AND DECISION IN THE SELECTION OF PRODUCT IN ONLINE SHOPPING

| Factor | Calculated Value | Table Value | Degree of Freedom | Significant |
|--------|------------------|-------------|-------------------|-------------------------|
| Age | 26.30 | 21.471 | 6 | Significant at 5% level |

It is found from the above analysis that calculated chi-square value is greater than the table value at 6 degree of freedom and hypothesis rejected. So, we concluded that there is a close relationship between monthly income and decision in the selection of product in online shopping.

TABLE.6: CHI-SQUARE TEST BETWEEN GENDER AND MAIN REASONS FOR PURCHASING IN ONLINE (Two way Table)

| Gender | Main reasons for purchasing in online shopping | | | | | Total |
|--------------|--|-------|-----------------|-----------------------------|--------|------------|
| | Price | Trust | Brand conscious | Convenience and time saving | Others | |
| Male | 79 | 37 | 28 | 74 | 14 | 231 |
| Female | 23 | 11 | 8 | 22 | 4 | 68 |
| Total | 102 | 48 | 36 | 96 | 18 | 300 |

Hypothesis: There is no significant relationship between gender and main reason for purchasing online.

CHI-SQUARE TEST OF GENDER AND MAIN REASONS FOR PURCHASING IN ONLINE

| Factor | Calculated Value | Table Value | Degree of Freedom | Significant |
|--------|------------------|-------------|-------------------|-------------------------|
| Gender | 24.671 | 9.49 | 4 | 5% level of Significant |

It is found from the above analysis that calculated chi-square value is greater than the table value at 6 degree of freedom and null hypothesis rejected. So, we concluded that there is a close relationship between gender and main reasons for purchasing in online.

TABLE. 7: MARITAL STATUS AND FACTORS INFLUENCED TO BUYING IN ONLINE (TWO-WAY TABLE)

| Marital Status | Factors influenced to buying in online | | | | | Total |
|----------------|--|----------------|-------------------|------------------------|--------|------------|
| | Quality | No hidden Cost | No travel to shop | Wide range of products | Others | |
| Married | 74 | 49 | 44 | 62 | 2 | 231 |
| Single | 22 | 14 | 13 | 19 | 1 | 69 |
| Total | 96 | 63 | 57 | 81 | 3 | 300 |

Hypothesis: There is no significant relationship between marital status and factors influenced to buying in online.

CHI-SQUARE TEST OF MARITAL STATUS AND FACTORS INFLUENCED TO BUYING IN ONLINE

| Factor | Calculated Value | Table Value | Degree of Freedom | Significant |
|----------------|------------------|-------------|-------------------|-------------------------|
| Marital Status | 44.769 | 9.49 | 4 | 5% level of Significant |

It could be observed from the above table that the calculated value of chi-square is greater than the table value. Hence, the null hypothesis is rejected and it is concluded that there is a significant relationship marital status and factors influenced to buying in online.

TABLE NO. 8: AGE STATUS AND MAIN REASONS FOR PURCHASING IN ONLINE (TWO-WAY TABLE)

| Age | Main reasons for purchasing in online shopping | | | | | Total |
|----------------|--|-------|-----------------|---------------------------|--------|------------|
| | Price | Trust | Brand conscious | Convenience & time saving | Others | |
| Below 18 Years | 8 | 6 | 2 | 2 | 3 | 21 |
| 19 – 25 Years | 35 | 12 | 16 | 43 | 8 | 114 |
| 26 – 35 Years | 32 | 16 | 13 | 35 | 3 | 99 |
| 36-45 Years | 25 | 10 | 4 | 16 | 2 | 57 |
| Above 45 Years | 2 | 4 | 1 | 0 | 2 | 9 |
| Total | 102 | 48 | 36 | 96 | 18 | 300 |

Hypothesis: There is no significant relationship between age status and main reasons for purchasing in online

CHI-SQUARE TEST OF AGE STATUS AND MAIN REASONS FOR PURCHASING IN ONLINE

| Factor | Calculated Value | Table Value | Degree of Freedom | Significant |
|--------|------------------|-------------|-------------------|-----------------|
| Age | 21.471 | 26.30 | 16 | Not Significant |

It could be observed from the above table that the tabulated value of chi-square is greater than the calculated value. Hence, the null hypothesis is accepted and it is concluded that there is no significant relationship between age and main reasons for purchasing in online shopping.

TABLE NO.9: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS AND THE LEVEL OF SATISFACTION OF THE RESPONDENTS (TWO-WAY TABLE)

| Educational qualification of the respondents | Level of satisfaction | | | Total |
|--|-----------------------|--------|------|------------|
| | Low | Medium | High | |
| No formal education | 1 | 7 | 9 | 17 |
| School level | 5 | 20 | 51 | 76 |
| Under graduate | 9 | 46 | 78 | 133 |
| Post graduate | 12 | 44 | 18 | 74 |
| Total | 27 | 117 | 156 | 300 |

Null Hypothesis : There is no significant relationship between educational qualification and level of satisfaction.

CHI-SQUARE TEST OF EDUCATIONAL QUALIFICATION OF THE RESPONDENTS AND THE LEVEL OF SATISFACTION OF THE RESPONDENTS

| Variable | Calculated Value χ^2 | Table Value | D.F | Remarks |
|---------------------------|---------------------------|-------------|-----|-----------------|
| Educational qualification | 11.779 | 12.53 | 6 | Not Significant |

It is found from the above analysis that calculated chi-square value is less than the table value at 6 degree of freedom and null hypothesis accepted. So, we concluded that there is a no close relationship between educational qualification of the respondents and the level of satisfaction of the respondent.

5. SUGGESTIONS

Online shopping is the new trend in shopping products through computers. The fear of purchasing online by using a credit card would be reduced if the companies and different banks collaborate and the banks maintain online accounts directly. To boost the confidence of the existing and new online shoppers, the government should provide adequate legal frame works to ensure strengthen measures are taken against people who indulge in online fraud. Most of the people other than students are not having awareness about online shopping; the website merchant should take steps to create awareness among the public. The online seller has to take maximum effort to offer the products with competitive price because the price of the product plays a big role in purchase decision. The online shopping website must be made known to consumers through different methods of advertisements. The customers prefer the cash on delivery to make payment for their shopping but some of the products are not coming with cash on delivery option. To improve the effectiveness of online shopping this issue must be addressed. Considerable number of respondents facing some problems while shopping in online. This problem should be carefully observed, analysed and settled.

6. CONCLUSION

The internet is “anytime, anywhere” media and the expanding power of the internet has brought forth a new generation of interaction platform between humans and computers. The current technological development with respect to the internet has given rise to a new marketing system. The study brought to the fact that most of the online shoppers are students and educated people who have a positive perception towards online shopping, Risk perceptions particularly concerns about online security, are deterring many people from shopping online. Ensure adequate safety in delivery of products is an another milestone for online sellers to increase their sales. Online sellers have rectify these problems and also introduce more number of products with additional discounts. This will create more demand from customers.

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