Customer Perception Towards Online Shopping In Chennai City, Tamilnadu

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ABSTRACT

Online shopping assists customers to ascertain the products available in the market and help them to compare the price and quality of the products before they purchase. Customers' repeated preference Changing life style of customers has induced them to prefer online shopping than traditional shopping. Online shopping acts as a major growth in the domain of Electronic Commerce and certainly be the future buzz of shopping across the world. In India, few business houses carry out their trading activity through online in order to offer to offer their products or services at cheaper cost to their customers. The revolutions in Internet leads to a paradigm shift in the way things are done. Internet has radically changed the method of the customers' look for and make use of information. The Internet, which was previously mentioned as an instrument for enhancing information, has become an important part of business in these days. Thus, the future survival of any business depends on how well they can integrate this medium in their business. Manufacturers before entering into online trading have to ascertain their customers' taste and preference, financial status, buying behaviour, product preference, etc.,Online shopping assists customers to the product available in the market and help them to compare the price and quality of the products before they purchase. Customers with repeated preference towards online purchase. When the, customer are not satisfied with regard to products purchased through online, they may switch over to new E commerce operator for next purchase. Thus, in this study an attempt has been made to ascertain the customer's satisfaction towards their online shopping and to identify the factors that assist their satisfaction.

Keywords: Online shopping, Mode of Payment, Rate of Quality, Preference and Defects

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I. Introduction:

Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. The sale or purchase transaction is completed electronically and interactively in real-time such as in Amazon.com for new books. However in some cases, an intermediary may be present in a sale or purchase transaction such as the transactions on eBay.com.An online shop, e-shop, e-store, internet shop, web shop, webstore, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping centre. The process is called Business-to-Consumer (B2C) online shopping. This is the type of electronic commerce conducted by companies such as Amazon.com. When a business buys from another business it is called Business-to-Business (B2B) online shopping.A large percentage of electronic commerce is conducted entirely in electronic form for virtual items such as access to premium content on a website, but mostly electronic commerce involves the transportation of physical items in some way. Online retailers are sometimes known as e-tailers and online retail is sometimes known as e-tail. Almost all big retailers are now electronically present on the World Wide Web.

Online marketplaces such as eBay and Amazon Marketplace have significantly reduced financial and reputational barriers to entry for SMEs wishing to trade online. These marketplaces provide web presence, marketing and payment services and in the case of Amazon, fulfilment. This allows SMEs to focus on their core competencies e.g. managing supplier relationships. Moreover, SMEs have choices online, as thesemarketplaces compete with each other (some retailers sell across several marketplaces) and retailers' own websites. They also compete with paid search providers and others in providing marketing to SMEs.

Need for online Shopping: Few developments have altered India lifestyle more quickly and more completely than the Internet. Online access has enabled people from all walks of life to bring entire libraries, entertainment venues, post offices and financial centres to a workplace, to a desktop or to a shirt pocket. The Internet largest and most meaningful impact may very well be on the way consumers shop for everything from gifts, gadgets and groceries to clothing, cars, and cruises.The ease and selection that the Internet provides to shoppers has changed the face of retailing. More and more, consumers visit a store Web site to make their choices before traveling to the store itself; and in a rapidly swelling tide, many shoppers are bypassing the store altogether and ordering online directly from the Web sites of their favourite brands and outlets. Companies like Sephora, Sears and Crate & Barrel have increased the range and quantity of products available at their online stores and are sending online coupons and sale announcements via e-mail directly to their customers. Because online stores are open 24 hours a day, seven days a week,and their inventories are often more complete than those of their brick-and-mortar counterparts, the Internet makes it easy for shoppers to compare products within or between stores, to read product reviews from other customers, to access vendor return policies and to find warranty information.

Importance of the Study: The main importance to this study is to avoid some uncertainty fact the customers face in online shopping. When the research will be complete it will give an insight into a practical situation. It will also indicate, how to conquered and overcome the problem while dealing with the customers. Alternately, it will save as good sources of references to similar research in future. Finally, it is also interned to facilitate the effects of Amazon to come out with good quality service customer satisfaction strategies.

Scope of the study: It will be covered Amazon and also deals with the customers which are regular used to shopping from Amazon.The study also covered the quality of the service and how they impact on the customer complacency and for instant it come across with what factor that are accommodate and enhance the satisfaction feeling of the customer on Amazon.

Limitation of the Study
1. Delay in delivery.
2. Lack of significant discount in online shopping.
3. Lack of touch and feel of merchandise in online shopping.
4. Lack of interactivity in online shopping.
5. Lack of online shopping experience.
6. Lack of close examination in online shopping.
7. Frauds in online shopping

Objectives of the study
- To know the profile of the customers and its impact if any on the online buying.
- To examine the customer satisfaction and aspects of online durable goods shopping.
- To find out the preferences of the consumer attributes of online shopping website.
- To analysis marketing strategies of Consumers perception towards online shopping.

Statement of the Problem: We face many millions of problem when we entered into the world of online shopping. Amazon also one of the online shopping applications sites that nowadays reached to million people everywhere. There are some problems that customers are deals with like Defected in product that leads to the customer peace of mind decreases. Delay in delivery of goods and products is also one of the problems that affect the serenity of the customer. The product which customers are choosing might be delivery wrong like, different in colour or design etc.Some goods or product, which customer needs may not be available sometimes or occasionally the product will not be currently available to the address of the customerof online shopping, problems in online shopping, payment options in online shopping, trends in online shopping, challenges in online shopping.

II.   METHODOLOGY:
It consists of different ways that are generally adopted by the researcher to study the research problem. This part includes the tope of research, sources of data, data collection method and tools of data analysis and interpretation are discussed.

Research Design: The research design is the plan, structure and strategies of investigation conducted to obtain answers to the research questions. It is a conceptual structure within which the research is conduced and consists of data collection, measurement and analysis of data. Hence the researcher used descriptive research design.

Sources of Data: To present the report the researcher used both primary and secondary sources of data pertaining to the objectives of the research have been used in the study. Here the researcher used both primary data and secondary data. The primary data have been collected through a well-structured questionnaire from

online shopping customers. The secondary data have collected from publications like books, journals, magazines, newspaper especially e- services journal and so on.

Questionnaire: The researchers planned a well – structures questionnaire designed for the collection of primary data. The questionnaire is designed with fine point Likert's scale based on the objectives of the study. The customer perception towards online shopping is measured with poor.

Pre – test: Before the data collection the research conducted a pre- test with selected sample respondents to measure the validity and reliability of the instrument.

Sample Respondents: For the following of data the researcher selected the sample respondents such as government employees, private service employees, Business people, have makers, students and others.

Sampling design: To undertaker the project work, the researcher used sample random sampling method to select the sample respondents from the study area.

Data collection: For the data collection the researcher circulated 35 questionnaires to the respondents, of which 5questionnaire were in completed and not properly respondent. So, 5 questionnaires were rejected are 30 questionnaires were finalized.

Tools of analysis: The collected data is proceeded and analysed with the help of both mathematical and statistical tools.

Data Analysis and Interpretation

Table – 1 – Gender wiseRespondents

Gender	No. ofRespondents	Percentage
Male	14	47
Female	16	53
Total	**30**	**100**

Table – 2- Age group wise Respondents

Age – Group	No. ofRespondents	Percentage
Below – 20 year	6	20
20-30 year	20	67
30-40 year	3	10
40-50 year	1	3
Total	**30**	**100**

Table – 3 - Educational Qualification wise Respondents

Edl. qualification	No. of Respondents	Percentage
Below 12std	11	37
UG	9	30
PG	9	30
Professional/Technical	1	3
Total	30	100

Table – 4 - Occupation wise Respondents

Occupation	No. ofRespondents	Percentage
Private service	14	47
Home maker	6	20
Students	10	33
Total	**30**	**100**

Table - 5 - Monthly Income wise Respondents

Income per month (Rs)	No. of Respondents	Percentage
Less than 5000	9	30
5000 – 10,000	12	40
10,000 – 20,000	8	27
20,000 – 30,000	1	3
Total	**30**	**100**

Table – 6 - Sources of information wise Respondents

Sources of information	No. of Respondents	Percentage
Friends & Relative	7	24
Television	10	33
Internets	12	40

Others	1	3
Total	**30**	**100**

Table - 7 - Online preference wise respondents

Online marketers	No. of Respondents	Percentage
Flipkart	20	67
Amazon	10	33
Total	30	**100**

Table - 8 - Online shopping Products wise Respondents

Online shopping	No. of Respondents	Percentage
Cheaper price/Discount	16	53
Save Time	8	26
Product Comparison	2	7
Choices	2	7
Others	2	7
Total	**30**	**100**

Table - 9 - Mode of payment wise Respondents

Mode of payment	No. of Respondents	Percentage
Debit Card	4	14
Credit card	1	3
Net Banking	1	3
Cash on Delivery	24	80
Total	**30**	**100**

Table - 10 - Experience wise Respondents

Experience	No. of Respondents	Percentage
Highly satisfied	3	10
Satisfied	24	80
Neutral	1	3
Dissatisfied	2	7
Total	**30**	**100**

Table - 11 - Online shopping decision wise Respondents

Shopping with decision	No. of Respondents	Percentage
Alone	9	30
With friends	8	27
With family	13	43
Total	**30**	**100.00**

Table - 12 - Purchased category wise Respondents

Purchased category	No. of Respondents	Percentage
Electronics	8	27
Clothing & fashion	10	33
Books & Media	3	10
Fashion jewels	6	20
Others	3	10
Total	**30**	**100**

Table - 13 - Information Review wise respondents

Information review	No. of respondents	Percentage
Detailed information	7	23
Price comparisons	11	37
Location of stores	1	3
Availability of product	3	10
Feedback	6	20
Other information	2	7
Total	**30**	**100**

Table - 14 - Maximum Amount Spend Wise Respondents

Max. Amt Spend (Rs)	No. ofRespondents	Percentage
Below – 200	8	28
Rs.200 – 500	6	20
Rs.500 – 1000	6	20
Rs.1000 – 5000	5	16
Above 5000	5	16
Total	**30**	**100**

Table - 15 - Rate of Qualitywise Respondents

Rate of Quality	No. ofRespondents	Percentage
Very good	7	23
Good	15	50
Fair	6	20
Poor	2	7
Total	**30**	**100**

Table - 16 - Rate of Delivery wise respondents

Rate of Delivery	No. of Respondents	Percentage
Very good	5	17
Good	14	47
Fair	9	30
Poor	2	6
Total	**30**	**100**

Table - 17 - Defects online shopping wise Respondents

Defects	No. of Respondents	Percentage
Delay in delivery	5	17
Cheap Quality of product	11	37
Product Damage	4	13
Non – Delivery	3	10
Wrong Delivery	3	10
Others	4	13
Total	**30**	**100**

Findings: Based on the analysis and discussion the researcher found out the following.
- The majority 53% of the respondents are female category.
- Majority 67% respondents are come under the age – group 20 – 30 years of age.
- The majority 37% of the respondents are qualified below 12 std of educational qualification private service.
- Majority 40% of the respondents are come under Rs.5000 -10,000 of their monthly income.
- Majority 33% respondents are received the information from television.
- Majority 67% the sample respondents are using flip kart as their online shopping service provider.
- Majority 53% of the sample respondents are purchasing cheaper price/discount-oriented goods.
- The vast majority 80% of the sample respondents are using cash on delivery category.
- The vast majority 80% of the sample respondents are with their service.
- Majority 43% of the sample respondents are take up decision with their family.
- Majority 33% of the sample respondents are mainly purchasing clothing and fashion products.
- Majority 37% of the sample respondents are purchasing with price comparison of the products.
- Majority 27% of the respondents are spend maximum amount of Rs.200.
- Majority 50% of the respondents all replied that they are purchased goods are good quality in their ratings.
- Majority 47% of the respondents replied that good delivered are good in nature.
- Majority 36% of the respondents are used the online shopping of goods are low price oriented.

Suggestions: The following suggestion are made by the researcher:
➢ The online shopping lacks in after sales service that leads to a smaller number of online shopping customers. So, the service providers take care of it.
➢ The products that require after sales service shopping should avail the facility to attract more number of online customers.

➢ Consumers should be educated on online shopping procedures with proper steps to be followed while online shopping.
➢ Company should improve there payment security for the customers.

III. CONCLUSION:

The online shopping becomes a daily part of our lives as it is more convenient, customers are looking for timely service, good quality of product, Customer service and also security and privacy in payment method. The birth of information technology the online shopping getting reader importance among the society. Moreover, the online shopping given more convenience to service user.

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