

**Consumer Perception Towards Online Shopping In Mayiladuthurai Town**

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**ABSTRACT**

Online Shopping is a form of electronic commerce which allows consumers to directly purchase products or services from seller over the internet web browser. Online shopping provides all type of goods to be available in the virtual world. It is just like a shop in the neighborhood, selling all type of goods but with some prominent differences. Here one can access these shops any time without stepping out of their home/office. It can be accessed any time when you are on the relaxing in your home or having a time out at your office. Online shopping industry in India is fast catching on, not just in the larger metros but also in the smaller cities. At present the market is estimated at Rs.46, 000 Crore and is growing at 100 per cent per year. According to Google, India have more than 100 million internet users, out of which around half opt for online purchases and the number is growing every year.

**Keywords: E-Marketing, Online shopping, E-Commerce**

**INTRODUCTION**

E-marketing can be defined as marketing of products and services on electronic media. E-marketing is one of the latest and emerging tools in the marketing world. It include the creative use of internet technology including use of various multimedia, graphics, text etc with different languages to create catchy advertisements, forms, e-shop where product can be viewed, promoted and sold. Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser.

**SCOPE OF THE STUDY**

Online shopping is a form of electronic commerce which allows consumer to buy any types of goods or services by a seller over the internet. It is quick, easy and fastest growing segment of Indian economy. Buyers, today, have got more options to shop things hassle-free in the era of booming online shopping. Few years back internet shopping was not popular in India. But, today the scenario has changed and this kind of shopping has started registering its presence in the market. Owing to mushrooming of myriad of internet shop portals, the competition has also increased manifold. Though online shopping activity is visible everywhere, especially in metro cities, it is still in the state of infancy in India. There are lots of shopping websites in India. This makes life very easy and gives more alternatives for shopping. We can outline the benefits as following: Consumer can easily compare the price of the same product on different shopping websites.

**OBJECTIVES OF THE STUDY**

- To know the reasons that influence customers' intention to buy online.
- To find the products purchased in buy online.
- To know the top purchasing online shopping site.
- To study the overall satisfaction in online shopping.
- To find the risk factor in online shopping.
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**RESEARCH METHODOLOGY**

The research is based upon both primary and secondary data. The primary data was collected through a questionnaire designed exclusively for the study. Secondary data was taken from research papers, Journals, magazines and websites. The sample size covered 120 investors in the Mayiladuthurai.

**LIMITATIONS OF THE STUDY**

This study has the following limitations. They are:

- Even though there are lot of customers are available but only Mayiladuthurai town is considered for the study.
- Due to lack of time, data collected and analysed was limited to 120 respondents.

**ONLINE SHOPPING SITES**

Online shopping sites	Country
Flipkart	Singapore
Amazon	USA
Ebay	USA
Shopclues	India
Alibaba	China
Jabong	India

**TABLE NO.1  
DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

Demographic profile		Number of Respondents	Percentage
<b>Gender</b>	Male	70	58
	Female	50	42
	<b>Total</b>	<b>120</b>	<b>100.00</b>
<b>Age</b>	Below 25	65	54
	25 to 35	30	25
	36to 45	14	12
	Above 45	11	09
	<b>Total</b>	<b>120</b>	<b>100.00</b>
<b>Education</b>	HSE	26	21
	Degree	42	35
	Master Degree	20	17
	Professional	20	17
	Others	12	10
	<b>Total</b>	<b>120</b>	<b>100.00</b>
<b>Monthly Income</b>	UP to Rs.1,00,000	18	15
	Rs.1,00,000 to Rs.2,00,000	40	33
	Rs.2,00,000 to Rs.3,00,000	46	38
	More than Rs.3,00,000	16	14
	<b>Total</b>	<b>120</b>	<b>100.00</b>

**Source:** Primary data

From the above table, it is reveals that out of 100 respondents, 58% were male while 42% were female. One can infer from the above that the male online user is more in number.

It was inferred from the above table that the maximum number of 65 consumers (54%) of online shopping were comes under the age – group of below 25, 25% of consumers were from the age – group of 25 – 35, and the remaining 12% and 9% were from the age group of 35 – 45 and Above 45.

The Educational Qualification of the respondents. In online shopping the major role was played by degree holders they were 42 out of 120 respondents they obtained 35%. Next role were played by HSE Level they occupy 21% (26 respondents), respondents were doing professional and Master Degree level obtained 17% (20 respondents) and the remaining 12 respondents were studying diploma, ITI, etc.

The consumer behavior of the respondents was mainly influenced by their annual income. The table showed the fact that around 15% of the respondents come under less than Rs. 1, 00,000 income categories. Around 14%of the respondents come under the category of more than Rs. 3,00,000, and 33% of the respondents come under Rs. 1,00,000 to Rs. 2,00,000. Interestingly 38% of the respondents that is 46 respondents represent Rs. 2, 00,000 to Rs. 3, 00,000 income earning group.

**TABLE NO. 2**  
**REASON FOR ONLINE SHOPPING**

Reasons	No. of Respondents	Percentage (%)
Various modes of payment	18	14
Variety of products	30	23
Lower prices	28	10
Easy buying process	32	38
Time saving	12	15
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary data

It was observed from the above table that the consumer was purchased through online shopping for the above reason. One of the main reasons for purchasing through online shopping was easy buying process (38%) it was said by 32 consumers out of 120 respondents. 23% of respondents choose online shopping for variety of products. Out of 120 respondents 12 respondents (15%) choose time saving, 18 respondents (14%) select various modes of payment and the remaining 28 respondents (10%) choose lower price.

**TABLE NO. 3**  
**PRODUCTS PURCHASED IN ONLINE SHOPPING**

Products	No. of Respondents	Percentage (%)
Electronics	35	29
Gifts	10	08
Tickets	23	19
Kitchen appliances	20	17
Dress materials	18	15
Books / CDs	08	07
Cosmetics	06	05
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary data

Table No. 3 shows the variety of products purchased by the consumers through online marketing. The majority of the customers purchased electronic items through online shopping they occupy 29% of the total. Booking tickets through online shopping got the next place they were 19%. 17% of the consumers were purchased kitchen appliances, 15% of the consumers were purchased dress materials, 7% were purchased books and CDs and the remaining 5% purchased cosmetics.

**TABLE NO. 4**  
**SAVES MONEY IN ONLINE SHOPPING**

Variables	No. of Respondents	Percentage (%)
Strongly agree	30	25
Agree	60	50
Neutral	12	10
Disagree	10	08
Strongly disagree	08	07
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary data

It was observed from the above table that the maximum number respondents 50% agree that the online shopping saves money, 25% of the respondents strongly agree that. 10% of the respondents were in neutral, 8% of the respondents were disagreeing and the remaining 7% of the respondents were strongly disagreeing.

**TABLE NO. 5**  
**RISK FACTOR IN ONLINE SHOPPING**

Variables	No. of Respondents	Percentage (%)
Strongly agree	20	17
Agree	25	21
Neutral	10	8
Disagree	35	29
Strongly disagree	30	25
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary data

It was inferred from the above table that the maximum number respondents 29% were disagree that the online shopping is risky, 25% of the respondents strongly disagree that. 8% of the respondents were in neutral, 21% of the respondents were agreeing and the remaining 17% of the respondents were strongly disagreeing.

**TABLE NO. 6**  
**OVERALL SATISFACTION OF ONLINE SHOPPING**

Variables	No. of Respondents	Percentage (%)
Highly satisfied	30	25
Satisfied	50	42
Neutral	15	12
Dissatisfied	20	17
Highly dissatisfied	05	04
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary data

It was observed from the above table that the maximum number respondents 42% agree that the overall satisfaction of online shopping, 25% of the respondents strongly agree that. 12% of the respondents were in neutral, 17% of the respondents were disagreeing and the remaining 4% of the respondents were strongly disagreeing.

**FINDINGS**

The major findings of the study are discussed below.

- ❖ It was found that the majority of the respondents of online shopping were male they were 70 out of 120 respondents.
- ❖ It was inferred that the large number of online shoppers in this study were come under the age group of below 25 (54%) because they didn't had any fear of loss of money and things and also ready to take risk.
- ❖ According to this study the maximum number of respondents annual income ranges between Rs. 2, 00,000 – Rs. 3, 00,000 they were 33%.
- ❖ It was observed that the main reason for online shopping was easy buying process because lots of comparison, variety of production, it helps to chose the best one.
- ❖ According to this study the most of the items purchased through online shopping is electronic items.
- ❖ It was observed from the study that the satisfaction regarding to saving of time, saving of money was agreed by the respondents and also the availability of the information was excellent.
- ❖ It was found from the risk factor in online shopping is very less because many online shopping sites provide cash on delivery and it also made on time delivery.

**SUGGESTIONS**

- More awareness towards online shopping.
- Varied payment options.
- Awareness regarding security measures.
- Highlight the benefit of shopping at home.
- Make the prices more competitive.

**CONCLUSION**

E-marketing is rapidly changing the way people do business all over the world. In the business-to-consumer segment, sales through the web have been increasing dramatically over the last few years. Customers, not only those from well-developed countries but also those from developing countries, are getting used to the new shopping channel. This research shows that online shopping is having very bright future in India. Perception towards online shopping is getting better in India.

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