



## CUSTOMERS' ATTITUDE TOWARDS ONLINE SHOPPING OF ELECTRONIC DEVICES: A STUDY WITH SPECIAL REFERENCE TO MADURAI DISTRICT

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### KEYWORDS :

#### INTRODUCTION

The retail is a business that provides a selection of goods and services to sell them to customers for money. Shopping is an activity in which a customer browses the available goods and services presented by one or more retailers with the intent, to purchase a suitable selection of them. In some contexts it may be considered a leisure activity as well as an economic one.

In modern days customer does not have enough time spend for shopping so that customer mind is more transferred towards online shopping due to rapid growth of development of technology; it is gifted for us. Online customers must have access to a computer and a method of payment. Generally, higher level of education, income, and occupation of the head of the household correspond to more favorable perceptions of shopping online. Customer order what they need and wants from different internet shopper. Internet retailers provided their goods and services to customer wherever their convenience place such like workplace or

their living place. This process is known as business to consumer. It is easy for online consumers to select any product from any retailer's internet and have it delivered to the consumer within the time. Online shopping is reduce consumer time, money and also expenses of travelling. The shopping experience can also be influenced by other shoppers. For example, male and female shopper who are accidentally touched from behind by other shoppers left a store earlier than people who has not been touched and evaluated brands more negatively, resulting in the accidental interpersonal touch effect. Customers are attracted to online shopping not only because of the high level of convenience, but also because of the broader selection, competitive pricing, and greater access to information.

Online shopping provides a good example of the business revolution. In India, e-commerce is currently experiencing a period of development of technology; large number of Internet people provides a good foundation for the expansion of the online shopping market. The purpose of this study is to examine and analyse the consumer's buying behavioral pattern towards online shopping. In online shopping, buyers purchase the products such like apparel, electronic appliances, footwear, home & kitchen appliances, etc. directly from the e-retailers by using a web browser. Knowledge usability, perceived security, perceived privacy, perceived after-sale service, perceived reputations are used for analysis.

#### REVIEW OF RELATED LITERATURE

H.S. Adithya (2014) in this study pointed out that the internet has penetrated virtually every corner of the workplace because it is easy to handle, easy to navigate. In the corporate world, the internet is fast changing the way customers, suppliers, companies and other stakeholders interact. Rapid growth of usage of internet among people is a blessing for the marketing companies who now attract their customers through their online shopping sites. This study makes an attempt to know about the present status of online shopping. The sample size of the study is 120. Tools like descriptive

analysis; chi-square analysis is used to analyze the personal details of the respondents and awareness of the respondents in using the online shopping.

G.R.Shalini and K.S.Hema Malini (2015) in their study pointed out that the purpose of this study is to find the online website characteristics and its impact on consumer intention to purchase online in Chennai. This study has different variables of website characteristics like person interactivity, physical telepresence, social Tele-presence and perceived behavioral control which will describe about the consumers thought towards online purchasing, which also in turn builds consumer attitude and trust towards their intention towards online purchasing or shopping.

#### Statement of the Problem

The number of people and hosts connected to the net has increased worldwide. In India too, internet penetration has become more widespread. Online shopping though a small proportion of the Internet activity is believed to increase in the coming years. Some of the prominent factors leading the change are greater internet penetration, fall in prices of hardware, fall in the price of internet communication, development of better and more reliable technologies, and increased awareness among the users. Some of the various ways in which online marketing is done in India are company websites, shopping portals, online auction sites, etc.

E-commerce may not have taken off in India the way it should have, yet prospects are bright. India is expected to be the third largest Internet market in the world in the next five years. The advantages are there for both buyers and sellers and this win-win situation is at the core of its phenomenal rise, as it is believed that e-commerce transactions will represent the largest revenue earner especially in the business to consumer (B2C) segment in India.

Indian customers are increasingly getting comfortable with online shopping, and there is a higher acceptability for the concept. India has 25 million Internet users and more is now turning to online shopping. There has been an influx of online shopping sites in India with many companies hitching onto the Internet bandwagon. The revenues from online shopping are expected to increase tremendously.

#### OBJECTIVES

The following are the major objectives of the study:

1. To study the socio-economic profile of the selected customers.
2. To examine the relationship between profile variables and level of attitude towards online shopping.
3. To identify the factors influencing the customer attitude towards online shopping.
4. To discuss the problems faced by the customers on online shopping of electronic goods.
5. To offer suitable suggestions based on the findings of the study.

#### METHODOLOGY

The study will be based on survey method. Both primary and secondary data have been used in this study. Primary data will be

collected from the customers involved in online shopping in Madurai district of Tamil Nadu. Secondary data will be obtained from the official records and websites.

### **SAMPLE DESIGN**

For the purpose of primary data collection, 600 customers who purchase their electronic products through online will be selected on the basis of convenient random sampling method from Madurai district of Tamil Nadu.

### **TOOLS OF ANALYSIS**

In order to measure the dimensions relating to online shopping and the customer attitude, customers will be asked to give their opinion about their satisfaction received on a seven point Likert-scale (ranging from five indicating strongly agree to one indicating strongly disagree). For the purpose of comprehensive analysis of data the appropriate statistical technique and tools namely, percentage method, Chi-Square Analysis, One-Way Analysis of Variance, Factor Analysis, Multiple Regression Analysis will be used based upon the nature of the data and relevance of information.

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