



## CONSUMER PERCEPTION AND ATTITUDE TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO COIMBATORE CITY

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### ABSTRACT

The virtual marketplace is becoming a more and more important part of everyday life. Online sales are increasing both in number and value. The value of worldwide e-commerce sales is predicted to exceed \$7 trillion dollars by 2024. Online shopping has revolutionized how consumers find, assess, and buy products, and has become an essential component of the modern consumer experience. The study focuses on consumer perception and attitude in the realm of online shopping delves into the intricate dynamics of how individuals perceive digital marketplaces and the attitude they develop toward engaging in online purchase. From the study we can know the factor that influences the consumer to shop online. Many people are used to and interested in online shopping as equal to the traditional shopping system. The result shows a significant shift in consumer behavior towards online shopping, which is mostly due to factors like variety, affordability and convenience. The consumer's overall good experience in online shopping can lead to increased satisfaction, security and loyalty.

**KEYWORDS :** Online Shopping, Consumer Perception, Consumer Attitude.

### INTRODUCTION:

Online shopping has completely changed the way that customers obtain goods and services in today's commercial environment. The digital marketplace provides unmatched ease of use, an extensive selection, and the option to shop from the comfort from their home. The online shopping is comfortable for the consumer to buy the product what they want in home itself. Online shopping is acceptable to those who find it user-friendly, practical, and pleasurable. Due to its many benefits which include 24/7 shopping, a reduction in the need for in-store visits, reduced travel expenses, a larger market reach, and access to a greater selection of products online shopping has surged in popularity in recent years.

Manufacturers have a number of ways to consumer purchasing decisions in favor of online shopping, including competitive price, guaranteeing product quality and creating user-friendly online platforms. India's e-commerce industry has grown remarkably. Numerous causes, including the quick uptake of technology by Indian customers, sharp rises in the number of internet users, creative business models, and various payment methods provided by e-commerce enterprises, have contributed to this expansion. Nowadays, more people prefer to shop online than they do in-store. From this study we can know about how Coimbatore people perception and attitude towards online shopping.

### OBJECTIVE OF THE STUDY:

- To identify the consumer perception and factors influencing online shopping.
- To study about consumer attitudes towards online shopping.

### Research Methodology:

The current study is descriptive in nature as it seeks to study consumer perception & attitude towards online shopping with special reference to Coimbatore City. In the study, a sample size of 125 consumers has been taken from Coimbatore city and both primary data and secondary data has been used.

### Area of study:

The research study was conducted in Coimbatore City.

### Research Type:

Descriptive research

### Data Collection:

Information was gathered from primary and secondary data.

### Primary Data:

A structured questionnaire is formed and validated to collect quantitative information on consumer perceptions and attitude. The

questions were about multichoice, scaling and ranking.

### Secondary Data:

Information that already exists was gathered from many sources, such as articles, journals, magazines and websites.

### Sampling Design:

The study's target population consists of consumers who shop online in Coimbatore City. Convenience sampling under Nonprobability sampling is used. The sample size was 125 respondents. Data is tabulated and the statistical measures are applied to them to create a frequency distribution, compute the average and determine their distributions.

### Sample Size:

For the study, a sample of 125 respondents was selected.

### Tools Used for Analysis:

- Simple percentage analysis
- Chi square
- Anova
- Rank analysis

### Review Of Literature

**1. S. Siddaraju et al (2023)** "A Study on Consumer Perception Towards Online Shopping with Special Reference to Mysuru District" this study has analysis the history of online shopping development in India. This study examines how demographics affect internet shopping. Respondents with varying educational backgrounds have differing experiences with regard to internet website security. Employee's opinions on online shopping were the same regardless of their work status.

**2. Fatehi Almgari et al (2022)** "Factors Influencing Consumer Satisfaction Toward Online Shopping: A Special Reference to India Context" This study adds to the body of knowledge regarding online shopping and customer satisfaction both theoretically and practically. From a theoretical and academic standpoint, this study addressed important requests that stimulate further research on the fundamentals of online commerce and consumers, particularly in developing nations like India. Online retailers can gain important knowledge about factors affecting client happiness.

**3. R. Mahadevi et al (2022)** "Customer Satisfaction Towards Online Shopping Special Reference to Coimbatore" This study summary outlines the benefits and drawbacks of both online and physical buying. This study that compares online and physical shopping, as well as the strategies used by online retailers for the clients, appears to be quite helpful. This research study's numerous conclusions and

recommendations will undoubtedly benefit consumers, and it will also be beneficial for online retailers to comprehend the different expectations that consumers have when they shop online.

**4. P. Moodley et al (2021)** “Consumer Perception Towards Online Shopping Behavior in South Africa” This study analysis the purchasing frequency of online shopping in South Africa. This study objective is to determine the factors that motivate online buying behavior of shoppers in South Africa. This study produced some useful conclusions that apply to consumers who purchase clothing online. Moreover, it advances our understanding of what the perceptions are of those who do not shop online and what motivates those who engage in online shopping.

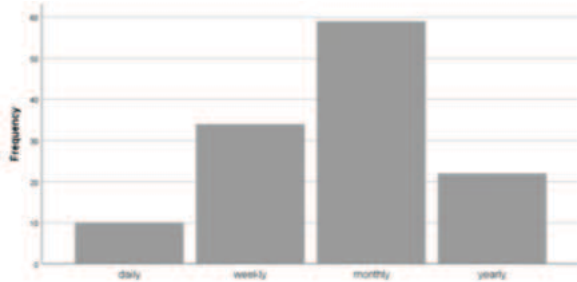
**Data Analysis And Interpretation**

**1.1 Simple percentage analysis**

**Table 1.1.1: How Often do you Shop in Online**

S. No	Particular	No. of. Respondents	Percentage
1	Daily	10	8.0
2	Weekly	34	27.2
3	Monthly	59	47.2
4	yearly	22	17.6
	Total	125	100.0

Source: Primary data



**Chart 1.1.1: How Often do you Shop in Online**

**Interpretation**

From the above table it was understood that 47 % of the respondents shop online monthly. Followed by 8.0% of respondents who shop online daily. Followed by 27 % of the respondents are shop weekly in online. Followed by 6% of respondents are shop yearly in online. The majority 47 % of respondents buy online once a month, perhaps for scheduled purchases or monthly necessities.

**1.2 Chi Square**

H0: There is no association between income in a month and the average amount spend on online shopping in a month

H1: There is an association between income in a month and the average amount spend on online shopping in a month

**Table 1.2.1: Income in a Month and Average Amount Spend on Online Shopping in a Month**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32.088a	9	.000
Likelihood Ratio	27.255	9	.001
Linear-by-Linear Association	1.176	1	.278
N of Valid Cases	125		

(10 cells (62.5%) have expected count less than 5. The minimum expected count is .24.)

**Interpretation**

The significant value is 0.000, it is less than 0.050. Hence, we reject the null hypothesis. It was concluded that there is an association between income in a month and the average amount spent on online shopping in a month.

**1.3 Anova**

H0: There is no difference between Consumer perception and income in a month

H1: There is a difference between Consumer perception and income in a month

**Table 1.3.1: Consumer perception and income in a month**

Consumer perception					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.572	3	.524	3.865	.011
Within Groups	16.409	121	.136		
Total	17.982	124			

**Interpretation**

The significant value is less than 0.050. So, we reject the null hypothesis. Hence it explains that there is a significant difference between the Consumer perception and their income in a month.

H0: There is no difference between Consumer attitude and how would you rate your overall experience of online shopping.

H1: There is a difference between Consumer attitude and how would you rate your overall experience of online shopping.

**Table 1.3.2: Consumer attitude and how would you rate your overall experience of online shopping**

Consumer attitude					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.608	4	1.652	6.515	.000
Within Groups	30.428	120	.254		
Total	37.036	124			

**Interpretation**

The significant value is less than 0.050. So, we reject the null hypothesis. Hence it explains that there is a significant difference between the Consumer attitude and their overall experience of online shopping

**1.4 Ranking Analysis**

**Table 1.4.1: The product that you shop mostly in online**

Ranks	Mean Rank
Books / Magazine	5.13
Electronic gadgets	4.19
Dress / Accessories	3.48
Foot wears	4.34
Flowers/ Vegetables / Fruits	4.78
Home appliance	4.58
Baby care product	4.58
Groceries	4.92

**Interpretation**

From the above table it is inferred that by applying the ranking method for the rating of the product that respondent shop in mostly online,

1. Books / magazines is ranked 1<sup>st</sup> with mean score of 5.13
2. Groceries is ranked 2<sup>nd</sup> with mean score of 4.92
3. Flowers / vegetables / fruits is ranked 3<sup>rd</sup> with mean score of 4.78
4. Home appliance and baby care product is ranked 4<sup>th</sup> with mean score of 4.58
5. Foot wears is ranked 5<sup>th</sup> with mean score of 4.34
6. Electronic gadgets is ranked 6<sup>th</sup> with mean score of 4.19
7. Dress / Accessories ranked 7<sup>th</sup> with mean score of 3.48

**Table 1.4.2: Which factor do you think is the important factor for online shopping**

Ranks	Mean Rank
Convenient	2.61
Time saving	2.43
Website friendly	3.20
Security	3.42
Wide variety of products	3.35

**Interpretation**

From the above table it is inferred that by applying the ranking method for the rating of the important factors for online shopping,

1. Security is ranked 1<sup>st</sup> with mean score of 3.42

2. Wide variety of products is ranked 2<sup>nd</sup> with mean score of 3.35
3. Website friendly of products is ranked 3<sup>rd</sup> with mean score of 3.20
4. Convenient is ranked 4<sup>th</sup> with mean score of 2.61
5. Time saving is ranked 5<sup>th</sup> with mean score of 2.43

#### **FINDINGS**

- 47% of the respondents shop monthly through online shopping.
- There is an association between income in a month and the average amount spend on online shopping in a month.
- There is a significant difference between the consumer perception and their income in a month.
- There is a significant difference between the consumer attitude and their overall experience of online shopping.
- The rank analysis, the study found high rank to books / magazines purchased through online and the least rank to dress / accessories purchased through online.
- The rank analysis, the study found high rank to security is the important factor for online shopping and the least rank to time saving is the important factor for online shopping.

#### **Suggestion:**

- Also, Indian consumers are mostly long-term customers and regular buyers. But most online shoppers are just casual customers. Therefore, it is recommended that sellers focus on offering better, more sustainable products and provide guarantee and warrant for the product can attract more consumer.
- When shopping online, some products do not have a return policy, so customers think they need a return policy for the product.

#### **CONCLUSION:**

In conclusion, this study provides a good insight into the perception and behavior of consumers towards online shopping in Coimbatore city. The explosion of e-commerce in the last few years has shifted people from shopping to online shopping. Many people think about this and turn to online shopping. In particular, the spread of the Covid-19 epidemic has greatly affected e-commerce and online commerce. Many people are accustomed to and enjoy online shopping just like a traditional store. The results show a significant shift in consumer behavior towards online shopping, mainly due to factors such as variety, affordability and convenience. Online shopping offers many discounts, promotions, warranties and guarantees. A good customer experience in online shopping can lead to satisfaction, security and trust. It is important for businesses to continue providing quality service to maintain this positive perception and encourage repeat purchases by customers. As technology evolves, the retail landscape will continue to change and online shopping will continue to increase. In today's digital economy, adaptability and thoughtful customer behavior are crucial to get the most out of online shopping while minimizing impact.

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