A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING IN MADURAI

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

BY

BALAMURUGAN.R
Register No. 39410030

SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
Accredited with Grade "A" by NAAC I 12B Status by UGC I Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of BALAMURUGAN.R 39410030 who have done the Project work entitled **"A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING IN MADURAI"** under my supervision from January 2021 to March 2021.

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Submitted for Viva voce Examination held on _____.

Internal Examiner   **External Examiner**

DECLARATION

I **BALAMURUGAN.R 39410030** hereby declare that the Project Report entitled **"A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING IN MADURAI"** done by me under the guidance of **DR.DHIVYA SATHISH** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE: **R.BALAMURUGAN**

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R.BALAMURUGAN

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ABSTRACT

Online shopping is also known as E-shopping; it is the process of buying and selling of goods and services through internet. It has become very popular in present days, due increasing the usage of internet and smart phone users, internet has become major platform for online shopping. Without internet we can't possible to imagine online shopping. The consumers will buy various products like clothing, shoe, electronic, food, items and services through online shopping according to their taste and preferences; it is a mode of zero channels of distribution means consumers will purchase the products directly from producers without any intermediaries or middlemen. It saves for lot of precious time, energy and money. We have collected data from 125 customers. The outcome of the study consumers perception towards online shopping. The data was collected through a 5scale questionnaire. We have used tools like percentage analysis, correlation, anova test and t-test to analyze the data and find the requirements according to the objectives.

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CHAPTER - 1

INTRODUCTION

1.1 INTRODUCTION

In the era of globalization along with the development of e-commerce, many business organizations started their sales and marketing efforts for their products and services via internet. In simple words Online shopping is defined as purchasing product from Internet retailers as opposed to a shop or store or the act of purchasing products or services over the Internet. It is a form of electronic commerce which allows consumers to directly buy goods and services from a seller over the electronic media. Consumers discover a product of interest by visiting the website of the retailer directly or by searching among different vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers the process is called business to- consumer   online shopping.   Online shopping is one of the rapid growing things. It is considered as medium for transaction between sellers and buyers. Online shopping also includes supply chain management, marketing over internet, 24 x 7 timing, availability of variety of products and services etc. Earlier food, cloth and shelter were called as basic need but now a day's one more need is added that is "internet". Due to transformation in telecommunication sector internet has changed the way consumers shop and buy goods and services. Both Indian companies as well as MNC's have started using the Internet with the purpose of reducing marketing costs and thereby lower the price of their products in order meet heavy competition in the market. Companies also use the Internet to bring communicates and spread information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to purchase the product online, but also to compare prices, quality; product features and after sale service facilities the will receive. The Internet provides a distinctive opportunity for companies to more efficiently reach present as well as potential customers. Electronic commerce draws on technologies such as mobile commerce, supply chain management, online transaction processing, electronic data

interchange, inventory management system, electronic fund transfer etc. E-commerce may take up some of the subsequent facilities such as B2B electronic data inter change, provide direct retail sale and marketing to customer, employ in launching of new products and services etc. The main factor for development of E-shopping is due to change in lifestyle of the consumers and enlargement of online activity. All most all consumers grab online opportunities since different products get more discounts. Much above that, it saves time and gives total relief from the crowd. The prominent online retailing companies in India are Flipkart, Amazon.com, Snap deal, Myntra and e-Bay etc. some important factors which influence consumer perceptions for online shopping are information, easy to use, satisfaction, security, proper utilization of available information to compare the different products and services. Online shopping or online retailing 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. Alternative names are: e-shop, e-store, Internet shop, web-shop, web-store, online store, and virtual store. An online shop evokes 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 the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are eBay and Amazon.com, both based in the United States. The first World Wide Web server and browser, created by Tim Berners-Lee in 1990, opened for commercial use in 1991. Thereafter, subsequent technological innovations emerged in 1994: online banking, the opening of an online pizza shop by Pizza Hut, Netscape's SSL v2 encryption standard for secure data transfer, and Intershop's first online shopping system. Immediately after, Amazon.com launched its online shopping site in 1995 and eBay was also introduced in 1995.

1.2 INDUSTRY PROFILE

Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets .Companies also use the Internet to convey communicates and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers .Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities the will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business. In addition to the tremendous potential of the E-commerce market, the Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers .Although most of the revenue of online transactions comes from business-to-business commerce, the practitioners of business-to-consumer commerce should not lose confidence. It has been more than a decade since business-to-consumer E-commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into consumer behavior in cyberspace. Along with the development of E-retailing, researchers continue to explain E-consumers behavior from different perspectives. Many of their studies have posited new emergent factors or assumptions which are based on the traditional models of consumer behavior, and then examine their validity in the Internet context.

1.2.1 Online Shopping in India

Online Shopping 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. Alternative names are e-web-store, e-shop, e-store, internet shop, web-shop, web-store, online sort, virtual store etc. Simply put, it is any form of sale that is done over the internet. Shopping has certainly gotten a new definition since the arrival of the internet. Because of what the internet has to offer, that is, person or company from any part of the world who is able to post and

sell goods on the via a website is able to sell. What's more, any consumer does not have to worry about having to find means to exchange monetary paper because not just online banking is made the consumer is given the option to pay through different payment methods (https://www.quora.com/What-is-difference-between-e-Commerce-and-online-shopping). These days, it is even easier to find the most difficult of all products, by easily typing in the product or item that a customer is looking for. No worry about the location because logistic companies are also joining the bandwagon, so to speak, and helps in making sure that their products would be available to any and all destinations in the world. In fact, there are more and more advantages and benefits to online shopping and why people choose to do this type of shopping over traditional shopping . Globally more than 627 million people have done online shopping so far, World's biggest online shoppers include Germans and British. Books, airline tickets/reservations clothing/shoes, videos/games and other electronic products are the most popular items purchased on the internet. The emergence of the internet has created opportunities for firms to stay competitive by providing customers with a convenient, faster and cheaper way to make purchases (ACNielsen Report on Global Consumer Attitudes towards Online Shopping.

1.2.2 Specific features of online shopping

Online shopping consists of various features which also highlight the benefits from e – shopping. Thus, the features are described as:

- ➢ 24 X 7 Service available.
- ➢ Easy Access with multiple devices.
- ➢ Single click to navigate multiple sites.
- ➢ Comparison can be made in real time.
- ➢ Flexible Payment method.
- ➢ Casual shopping.
- ➢ Availability of much more variety.
- ➢ Reliable information provided.
- ➢ Less time consumption.
- ➢ Convenient prices.

> ➤ Give feedback about the product.

Research methodology means an outline of a research. Current chapter presents design of study followed the selection of the research instrument used, sample choice, collection of data, response rate etc. The quantitative methods employed to examine the collected data have also been stated in the current chapter

1.2.3 Top 10 Sites in Online Shopping

Flipkart:

Homegrown online shopping site Flipkart is the most loved shopping site. When it comes to online shopping, the first Company that comes to mind is Flip kart. Flipkart is the leader in Indian commerce with the highest market share. Flipkart is one of the websites in India which sells products at affordable rates.

Flipkart offers a huge range of products. It is also said that Flipkart has more products than a mall. The products sold by Flipkart include clothes, footwear, mobile phones, laptops, refrigerators, washing machines, books, cosmetics, groceries and so on. Flipkart dominates the fashion segment and the Smartphone category.

To make shopping even more convenient and worry-free, Flipkart has launched the Pay Later service for selected customers. Under the Flipkart pay later service, customers can pick any product and checkout without making any payment. After receiving the product he/she can experience it and make the payment when it is convenient. To attract more customers, Flipkart is all set to launch its own customer loyalty programe called 'Flipkart Plus'. Under this plan, Flipkart offers consumers, loyalty points that can be used for benefits such as free delivery, early shipping and early access to products during sales.

During the 5 day Big Billion Day sale which took place in October 2020, Flipkart had grabbed over 70% share of the entire Indian e-commerce market.

Founders: Sachin Bansal and Binny Bansal.

Amazon:

Amazon is the next best online shopping site in India. Amazon has a large customer base almost as much as Flipkart. There is always a war between Amazon and Flipkart. The gap between the market share of Amazon and Flipkart' is very low. Just like Flipkart, Amazon also offers a huge range of products. While homegrown online retailer Flipkart leads in fashion and smartphones, Amazon has taken the lead in categories like appliances, consumer electronics, and groceries.

Amazon sells a huge range of products including books, electronic goods, cosmetics, footwear, consumer durables, clothes and much more. Along with all this, Amazon also sells grocery products at a reasonable rate. To attract consumers, Amazon offers a wide range of discounts during the festive season.

Amazon has a unique service called Amazon Prime. If you subscribe to Amazon Prime services, you can avail several offers like early access to Amazon deals, free shipping, unlimited video streaming and so on. To subscribe to Amazon Prime, you will be charged Rs 129 a month or Rs 999 a year.

Founder: Jeff Bezos

Snapdeal:

Softbank-backed Snapdeal is India's third largest online shopping site. It is a favorite among many Indians as it sells products at a cheap price. Snapdeal sells more than 35 million products across more than 800 categories from over 125,000 regionalnational, and international brands and retailers. It has more than 3,00,000 sellers and delivers to 6000+ cities and towns in India. Snapdeal which is based in New Delhi was started in the year 2010 as a daily deals platform, but later became an online marketplace in September 2011.

Founders: Kunal Bahl and Rohit Bansal

Jabong:

Jabong is a favorite shopping site among the younger generation as it sells high-quality fashion wear at very reasonable rates. Along with fashion wear, Jabong also offers sports goods, accessories such as belts, wrist watches, bags and wallets, fragrances and sunglasses at very reasonable rates.

At present Jabong carries over 1,000 brands and over 90,000 products. The company was co-founded by Arun Chandra Mohan, Praveen Sinha, Lakshmi Potluri and Manu Jain. In the year 2020, Flipkart acquired Jabong through its unit Myntra, for about $70 million.

Myntra:

Myntra is India's leading online retailer in lifestyle and fashion products. It sells clothes across categories like men, women, and kids. Myntra also offers shoes, watches, cosmetics, bags and so on at discounted prices. Myntra is loved by almost all the women shoppers as it has all kinds of clothes from western wear to traditional clothing.Myntra has launched different brands with celebrities like Deepika Padukone, Hrithik Roshan and others as brand ambassadors. Recently, the online portal has launched an ethnic brand with actor Saif Ali Khan, which is known as 'House of Pataudi'. If you want to shop for clothes online, there is no better place than Myntra.

Myntra which is headquartered in Bengaluru, was founded by Mukesh Bansal along with Ashutosh Lawania and Vineet Saxena. Later, in the year 2014, Myntra was acquired by Flipkart.

Paytm Mall:

Paytm Mall is one among the top 10 online shopping sites in India. Paytm mall sells everything from groceries to high-end electronics and mobile phones. It is also one of the cheapest online shopping sites in India. You can buy anything you want from the Paytm Mall and simply pay through the Paytm wallet.The company is backed by investors like Alibaba and SoftBank and it has sold over 2 million items led by

categories like mobile phones, consumer electronics, fashion and groceries on its platform during the festive sale which took place in October 2020.

ShopClues:

Shop Clues sells a wide variety of products like clothes, footwear, jewelry, cosmetics, toys, books, bags, mobiles, cameras and computer accessories at discounted rates. It is loved by many citizens because of its jaw-dropping deals. The company mainly focuses on unstructured categories of home and kitchen, fashion, electronics, and items of daily utility. More than 75% of Shop Clues orders came in from tier III and IV towns, especially from states like Karnataka, Kerala, Tamil Nadu, Assam, Gujarat, and Punjab.

Founders: Radhika Aggarwal, Sanjay Sethi, Sandeep Aggarwal

Big basket:

Big basket is India's largest online grocery and food products provider, founded in 2011. Products sold by Bigbasket include fresh fruits and vegetables, rice and cereals, spices and seasonings, packaged products, beverages, meat, fish and poultry products, dairy items and other essentials.Bigbasket is also planning to launch subscription-based milk delivery services. For the same, Bigbasket has acquired three entities like RainCan, MorningStart, and Kwik24.

Founders: Vipul Parekh, Abhinay Choudhari, Hari Menon, VS Sudhakar, VS Ramesh

Pepperfry:

Pepperfry.com is an online home and lifestyle shopping store in India that sells furniture and décor for homes, offices, and every other premise. It is one among the top 10 online shopping sites in India.The ambition of Pepper fry is by the end of 2019— no customer will need to go anywhere outside of Pepper fry to get anything done for their houses.

Founders: Ambareesh Murty, Ashish Shah

Homeshop18:

Homeshop18.com is owned by the Network18 Group and it is one among the top 10 online shopping sites in India. Homeshop18.com sells a wide range of kitchen appliances, cameras, mobiles, laptops, gifts, apparel and much more.

1.3 STATEMENT OF THE PROBLEM

The problem area of this survey consumer's perception towards online shopping will determine the factors that influence customers to shop online and that fact as will help the companies to formulate their marketing strategies towards online shopping.

1.4 NEED FOR THE STUDY

Online shopping saves the people the drudgery of hopping from one shop to another to buy the items they require. However, with so many online retailers selling a large variety of products, it becomes impossible for even online shoppers to decide what to buy, and from where. There is an urgent need of one-stop shopping information centers from where you can receive all relevant information on the products and services available. There are some sites online that offer reports on various products and services. These reports are based on information received from online purchasers.

1.5 SCOPE AND SIGNIFICANCE OF STUDY

➢ The present study covers only select online durable goods shopping in Madurai.
➢ To determine which factor influences the consumer to go for online shopping.
➢ To find out which feature of the website attracts the user to purchase the product from the online shopping website.
➢ To find out the weather durable goods online shopping is beneficial for the user.
➢ To analyze which factors influence the user to buy online durable goods.

1.6 OBJECTIVES OF THE STUDY

The purpose of the present study is to understand and analyzed the consumer perception regarding online shopping. The main objectives of the present study are to extract the factor affecting consumer perception regarding online shopping in MADURAI.

1.6.1 Primary Objective:

➢ To know customer perception towards online shopping.

1.6.2 Secondary Objective:

➢ To Analyze a   motivate online shopping for buyer.
➢ To study the buying pattern of consumer while shopping online.
➢ To find out the factors that attracts the consumer towards e-retail in Madurai.
➢ To know the type of products purchased by consumers through online shopping.
➢ To identify the factors influencing consumer to buy online.

1.7 LIMITATIONS OF STUDY:

➢ The study in the confined area to Madurai city.
➢ Limited time frame.
➢ Responses were restricted to only 125 samples out of the large population size.
➢ The questionnaire was make available to consumers through Google drive – forms.
➢ Result of the study depends on respondent response.

CHAPTER - 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

"Finding the source amazon .com examining the hype of the earth biggest book store. Center for the advanced spatial analysis. Concluded that amazon com has been one of the most promising e-commerce companies and has grown rapidly by providing quality service.

Bellman et. al. (1999), investigated various predictors for whether an individual will purchase online. These authors concluded that demographic variables, such as income, education and age, have a modest impact on the decision of whether to buy online, whereas the most important determinant of online shopping was previous behavior, such as earlier online purchases.

Venkatesh (2000), reported that perceived convenience offered by Internet Vendors has a positive impact on consumers' attitude towards online shopping, as they perceive Internet as a medium that enhances the outcome of their shopping experience in an easy way. Online shopping holds a great potential for youth marketers.

Benedictetal (2001), in his study on perceptions towards online shopping reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by external factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

Bhattacherjee (2001), stated that satisfied users are more likely to continue the IS use. Thus, we point that adoption and continuance are connected to each other through several mediating and moderating factors such as trust and satisfaction.

Vrechopoulos et.al (2001), found that younger consumers searched for more products online and they were more likely to agree that online shopping was more convenient.

ACNielsen (2007), explains the relationship between consumer behavior and marketing strategy. He states that strategy is about increasing the probability and frequency of buyer behavior. Requirements for succeeding in doing this are to know the customer and understand the consumer's needs and wants.

Bhatt Ashish (2014), found that that information; perceived usefulness, perceived enjoyment and security/privacy are the five dominant factors which influence consumer perceptions on Online purchasing.

Thakur Sonal and Aurora Rajinder (2015), found that Internet is one of the ways which is changing the consumers shopping and buying behaviour. Mostly consumers are using the internet to buy the product and to compare prices and features of product therefore; e-companies should understand the internet users' perception towards the online shopping. The prospect of online marketing is increasing in India with the increasing internet literacy

Isaac J. Gabriel (2007), studied online consumers' risk perceptions and will reveal a "cognitive map" of their attitudes and perceptions to online risks. It was accomplished by composing a master list of online hazards and activities, measuring current level of perceived risk, desired level of risk, and desired level of regulation associated with them, composing a master list of online risk characteristics, determining online risk dimensions, and revealing position of each online hazard or activity in the factor space diagram. A factor space diagram captures a graphical representation of the results of the factor analysis. This study is still in progress and results are not available yet.

Soonyong Bae, Taesik Lee (2010), they investigate the effect of online consumer reviews on consumer's purchase intention. In particular, they examine whether there are gender differences in responding to online consumer reviews. The results show that the effect of online consumer reviews on purchase intention is stronger for females than males. The negativity effect, that consumers are influenced by a negative review more than by a positive review, is also found to be more evident for females. These findings have practical implications for online sellers to guide them to effectively use online consumer reviews to engage females in online shopping.

Guda Van Noort, M.A., Peter Kerkhof, Ph.D. And Bob M. Fennis, Ph.D. (2007), in two experiments, the impact of shopping context on consumers' risk perceptions and regulatory focus was examined. They predicted that individuals perceive an online shopping environment's riskier and that an online shopping environment, by its risky nature, primes a prevention focus. The findings in Study 1 demonstrate these effects by using self-report measures for risk perception and prevention focus. In Study 2, replicated these findings and demonstrated that the effect of an online shopping environment carries over to behavior in a domain unrelated to shopping.

SYED RAJA NIZKHASHEM, FARZANAYASMIN, AHSANUL HAQUE (2011), Studied that investigated peoples" perception of online buying tickets (e-ticketing) as well as why some people use this facility while some who do not use it stick to the traditional way to fulfill their needs. In addition, factors such as what inform peoples" eagerness and unwillingness to use internet facilities are also examined. The outcome of this research showed a comprehensively integrated framework that can be utilized by policy makers and business enterprises to understand the dynamic relationships among dimensions of perceived risk, user trustworthiness, usefulness, familiarity and confidence. Also, this study considered how price perception and internet security can be utilized to understand the consumers" perception.

Yu-Je Lee, Ching-Lin Huang, Ching-Yaw Chen, the purpose of this study is to use structural equation modeling (SEM) to explore the influence of online bookstore consumers' perception on their purchase intention. Through literature review, four constructs were used to establish a causal relationship between perception of online shopping and consumers' purchase intention. Results of this study show that product perception, shopping experience, and service quality have positive and significant influence on consumers' purchase intention, but perceived risk has negative influence on consumers' purchase intention, and shopping experience is most important.

Ramin Azadavar, Darush shahbazi, and Mohammad Eghbali Teimouri. (2011), examined the factors influencing consumers' perception of online shopping and developed a causal model that explains how this perception affects their online-shopping behavior. Research found that factors like, trust, customer service,

customers' income, price of products or services and security are more important to encourage people to purchase online the computer related products and services. In other side factors like product customization and price of product were not much effective on purchasing behavior of the respondents. So high level of security in online marketing of computer related products and services has this potential to growth more and more to encourage people to reduce the time and cost of transaction. Most important concern regarding to online shopping is the security of transactions. The study intends to explore the understanding of consumer behavior regarding to the direct and indirect influences of the perceptions of online shopping on consumer behavior. Based on our analysis first, a factor analysis was conducted on the student's perception of 13 items, and three factors, "convenience, anxiety regarding security, and "poor navigation", were extracted. A model was created reflecting the direct influence of these three "perception"-related factors on behavior or their indirect influence through consumers' attitudes.

Kanwal Gurleen. (2012), focuses on the understanding of demographic profiles of adopters and non-adopters of online shopping. For this purpose, the data from 400 respondents was collected in the form of questionnaires. The study has been conducted in 3 cities of Punjab, a sample of urban respondents were selected from the Jalandhar, Ludhiana and Amritsar the paper also analyses the various reasons for adoption and non-adoption of online shopping.

An OFT Market Study (2007), study establishes the scale and growth of internet shopping is impressive. In 2005, the most recent year for which reliable figures are available, sales to households were over £21bn – a fourfold increase during the previous three years. It is benefiting millions of people and thousands of businesses. Over 20 million UK adults shopped online in 2005, with 56 per cent of internet shoppers we surveyed having spent over £500 each during the year. In the same year, an estimated 62,000 UK businesses were selling online to households. We found that people shopped online because they find it convenient, it increases their choice and helps them to hunt for lower prices. Retailers sell online to reach more customers, to sell around the clock and in reaction to competition from rivals.

Susan Rose, Neil Hair and Moira Clark (2011), identified online purchase in particular continues to rise, as adoption and penetration levels of Internet technology continuously increase. By 2007, European Internet penetration stood at 43% of the population with a 231% usage growth year on year. In North America, penetration was at 71% of the population with 120% growth (Internet World Stats 2007). This is also evidenced by increasing levels of online sales, which in the US reached US$128.1bn in 2007 and were projected to reach US$165.9bn by 2009 (source: US Census Bureau 2009).

Haver (2008), identified Today's younger, more 'green' shoppers aren't going to waste precious money and gas going from store to store looking for just the right item. They shop online whenever they can, narrowing their choices to one or two items then go to the store to touch, feel, bounce and check out the actual product to see if it looks the way it was represented online.

Kodandarama Setty (2013), stated that "We are facing some threat from online stores in these electronics categories; however, in the big market of consumer durables we are safe for now".

K. Vaitheesewaran (2013), examined the convenience of online shopping "With product getting standardized, specifications getting fixed and the concept of service getting eroded, the post-sale responsibility of the retailer has come down drastically. Hence customers go to stores to explore the product physically detail but by online at a cheaper rate. Heavy discounts of e-commerce firms are possible because of their no warehouse model."

Benedict et al (2001), study reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous fa product characteristics, previous online shopping experiences, and trust in online shopping factors like consumer traits, situational factors,

Neha s. (2018), the consumer's perception on online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the

proper connectivity and the exposure to the online shopping. The perception of the consumer also has similarities and difference based on their personal characteristics. The study reveals that mostly the youngsters are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the youngsters between the age of 20-25 are mostly poised to use the online shopping. It is also found that the majority of the people who shop online buys books online as it is cheaper compared to the market price with various discounts and offers.

Vikas & Vinod Kumar (2017), with the development of modern technology, people's way of life is changing day by day. These changes have also affected the way of shopping. Online shopping is taking place instead of traditional store shopping. In present study, it has been tried to find out the people's perception towards online shopping and to know whether consumers prefer online shopping or store shopping and why. The primary data for this research has been collected through a survey of 100 consumers of Kurukshetra by using questionnaire. This study used factor analysis to provide evidence that consumer perception toward online shopping had strong relationship based on consumers demographic. The results of the study supported that the customers perceive online shopping with positive frame of mind and show that the emergence of various factors pertaining to online shopping.

R. Shanthi & Desti K. (2015), the consumer's perception on online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping. The perception of the consumer also has similarities and difference based on their personal characteristics. The study reveals that mostly the youngsters are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the youngsters between the age of 20-25 are mostly poised to use the online shopping. It is also found that the majority of the people who shop online buys books online as it is cheaper compared to the market price with various discounts and offers. The study

also reveals that the price of the products have the most influencing factor on online purchase.

Pratiksinh V (2014), the study indicates that most of customer having experience of online shopping. Customer believed that online shopping is better option than manual shopping still they have belief that online shopping is expensive, delayed in delivery of products and service. Most of the customers are facing problems like return of bad/wrong product, confusing sites and ineffective customer service. According to, customers most alarming barrier for online shopping are unable to verify product personally, online payment security.

D.M. Rajesh & G. Purushothaman (2013), this chapter will mainly discuss on the study that are done by previous research of other authors in the similar area of the present study. Throughout this chapter, there will be comprehensive discussion on theoretical and practical views of previous studies done in online shopping and offline shopping for apparels. This study combines factors that other studies have done that will influence the consumer's purchasing decision in online and offline stores for apparels. It includes the price attractiveness, time saving, perceived risk, enjoyment and excitement, tangibility and high interactivity.

Kanwal G. (2012), it was seen from the study that most of the Respondents of the age group 36-45 years were found to be adopters of online shopping. Most of the Males were the adopters as compared to females, where 53.7% were non-adopters. The adopters were mostly post graduates with monthly income in the range of Rs.20000-Rs.30000. The respondents those who use internet from 5 to 7 hours a day were found to be adopters of online shopping. Further, the factor analysis was applied to understand the various reasons for adoption and non-adoption of online shopping by the respondents. The following four factors were found to be significant Price Consciousness, Convenience and Variety, Easy Payment options and Challenges of Online Shopping. Most of the consumers prefer to buy some selected products online because they will get heavy discounts in comparison to store purchases. Also, the consumers feel that there are good websites available which can be trusted for

purchases. The consumers perceive that shopping online gives them larger options to choose.

Chuleeporn C (2006), the ability to attract and retain customers is important to the success of online businesses. This study examines how consumers perceive online shopping and which factors are perceived differently between consumers who prefer online shopping and consumers who prefer offline (physical store) shopping. The better an online business understands the perceptions of these shoppers, the higher the chance that they can attract and retain customers.

Kim and Park (1991), stated that the consumers spend more time online for information search and they also found that the Internet is easily accessible Price which is a part of the marketing mix is a factor used to stimulate the consumer and is also communicator, to negotiate and a competitive weapon. The consumer can use price as a means to compare products, judge relative value for the money, and the judge quality of products. It is estimated that this factor has a considerable influence on the consumers during their online shopping Brassington & Pettitt (2000).

Wang and Emuian (2004), defined online shopping as buying stuff through the internet. The items are usually sent to the buyer's door step that you have purchased online.

Sharma and Mittal (2009), said that India is showing tremendous growth in the Ecommerce, in their study Prospects of e-commerce in India. Online shopping shows unlimited potential in India with the population of millions of people. E-commerce has become an integral part of our daily life and it is a common word in Indian society with websites providing a number of goods and services. Some of these portals provide specific product along with its allied services. Solomon, 1998 in his study Consumer behavior is the study of the processes involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires

K. Rama Mohana Rao and Chandra Sekhar Patro (2016), the study focuses on identifying and analyzing the various factors influencing the consumers' perception

towards e-shopping on different products available in the online retail market. The findings of the study established the fact that consumer perception on e-shopping depends upon different factors which can be broadly identified as convenience, website design, delivery, price advantage, reliability, and responsiveness. According to the study, most of the respondents are satisfied with the current conditions. But there still have several indicators that are needed to be improved. Due to increase in e-shopping websites, the in-store shoppers need to attract the consumers with more attractive offers and quality products.

Vidyashree.D.V, Alay.P, and Shobha.H.N (2018), examined that consumer's perception on online shopping varies from person to another and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping has to be improved to make the customer satisfied. The perception of the consumer also has similarities and difference based on their personal characteristics usage based on their needs and demand. In the day to come online shopping has tremendous potential and more and more business are going to add online platform to offer extended retailer's shelves in the customers. However they have to build up the trust by offering value service to the customers to sustain in the long run.

K.S. Silpa, P.U.Rajasree and Dr.P.Balasubramanian (2016), this project was an attempt to study people perception towards online shopping. As result of survey the majority of people favor to do online shopping, even if they felt some difficulties. Majority of the people agree that in near future online shopping will be more on demand than offline shopping. Therefore, online marketing have a wider scope in the coming years. More people prefer cash on delivery than net banking. Greater part of respondents encourages other people to enter into e-shopping. Most of people do not shop online due to fear of quality of goods, afraid to give out their credit card details and also they find conventional methods more enjoyable. The fact that large number of people is getting attracted towards online shopping creates a basis for tremendous prospects for marketers of today and tomorrow.

Gupta and Khincha (2015), identified that time saving and cash on delivery facilities are major factors that influence the online shopping behavior of customers and are satisfied with online shopping. The other attributes like appropriate pricing, responsibility, website information quality, and reliability should also be added into the websites since people consider these variables to support their decision.

Jiradilok, Malisuwan, Madan, and Sivaraks (2014), stated that variety, website system quality, and tangibility have no influence on purchasing intention in customer's decision even though the respondents were quite satisfied with these dimensions.

Muthumani & et.al. (2017), this study shows that the online shopping is one of the most popular way for the consumers to make purchases of goods and availing services, but this study identifies that it is not a comfortable and safest one for consumers to make purchases and availing services online. The study also finds that online shopping is gaining popularity among young people to make purchases their requirements.

Madhu & Sampath (2017), in their study online shopping is now become a primary part of any business. This study also stressed that the e-commerce portals have to educate and promote the consumers towards online shopping by determine the factors influencing the consumers towards online shopping. This study concludes that the era of information providing new dimension to the marketer and consumer as well by virtual shops in India.

Guo Jun & et.al. (2017), in their study, Online shopping is a innovative platform to do business in this competitive world and it is a classic example of the business revolution. This study focused on online shopping in china and the study states that consumer perceived positively with relate to factors such as usability, safety, privacy, after sales service and quality of products. it also states that most of the young population preferred to use online shopping to make purchase of their necessities. International Journal of Pure and Applied Mathematics Special Issue 3354

Pritam Kothari & et.al. (2016), this study states that the rising number of internet user in India provides a bright prospect for e-commerce. This paper highlights on

factors which influences consumer to shop online. Indian consumers using e-commerce portal not only to purchase the product but also to avail online services. This study finds that majority of customers perceived that online shopping is the best way to buy goods and services and they were willing to continue this platform of purchasing.

Rajarajan and Vetriveeran (2016), this paper analyses the customer satisfaction level in online marketing the study was conducted among two hundred and fifty respondents and it finds that majority of the respondents preferred to use online shopping portal for buying goods and services and this study suggest that due to increasing importance of online shopping, e-merchants should protect the consumers by supplying quality goods and services at affordable price.

Lindstrom, (2001) which was cited by Rajamma, Paswan and Ganesh (2007), it is easier to market the product on traditional stores than the internet because consumers can feel and touch the product, and they can even wear it on the spot. Bricks and mortar is also known as shopping malls because it has a physical location where consumers can visit. Consumer's lifestyle is affected by the role of shopping malls (Terblanche, 1999) because it can act as a community Centre for public and other recreational activities (Ng, 2003). Shopping mall also offers entertainment and provides other utilitarian needs to consumers such as stores, food courts and restaurant, children's amusement Centre, cinemas and relaxation spaces (Terblanche, 1999).

Magee (2003), the growth in the number of online shoppers is greater than the growth in Internet users, indicating that more Internet users are becoming comfortable to shop online.

Ryan (2004), conducted a research on the mosaic of institutional issues associated with gaining credibility for internet marketing standards. Strong claims for a predominantly self-regulatory approach are reviewed in conjunction with other factors that inhibit credibility, namely: competing internet worldviews, weak moral coherency

and offline ambiguity about respective institutional roles, especially as regards moral dimensions of notions of regulation and self-regulation.

Wong and Sculli (2005), resulted that when there is the presence of promotional offers, consumers will have higher intention to purchase in web-shopping; purchasing decisions and choice making from alternative evaluations can be made easily when there is the presence of promotional offers.

Wang (2006), conducted a research to examine the current use and predict future Web based marketing activities of U.S. convention and visitor bureaus. A survey was sent to 600 randomly selected American convention and visitor bureaus with a focus on assessing the applications included in the bureaus „Web sites, their Web site promotion techniques, and customer relationship management programs in relation to these Web sites. The results indicate that most bureaus" Internet marketing activities are relatively limited, focusing on providing travel information to prospective visitors.

Bengtson (2007), stated that adopting the Internet for advanced marketing operations opens up challenging opportunities for firms of all sizes. However, such adoption might destroy investments in present market channels and thus has the characteristics of radical innovation. The results of analysis show that composition of factors on which firms base their decision to adopt advanced Internet-based marketing operations varies significantly with firm size.

Parasuraman (2002), Stated that the motivations for this special issue and propose a conceptual framework pertaining to the issues theme. Using this frame works a backdrop, they then offer an overview of the remaining articles by segmenting them into categories and discussing their relationship to the framework. They conclude by highlighting research avenues for augmenting our understanding of marketing to and serving customers through the Internet.

Xia and Monroe (2009), consumers will save in monetary when there are price promotions on specific products. In an online context, consumers are more likely to depend on the price cues to determine the quality of a product which are presented in

the web site because they cannot see or touch the actual product (Jiang and Rosenbloom, 2005).

Chin ting (2010), stated that few school or educational studies have simultaneously explored both internet marketing and organizational commitment, and of those that have, only direct effects were examined. This study clarifies the relationship between school organization's internet marketing and teachers" organizational commitment by examining the mediating role of teachers" job involvement and job satisfaction

Leong (2001), examined the marketing strategies adopted by local hotel establishments in the competitive hospitality industry. It also analyses the adoption and role of information technology in strategic marketing. It was found that most hotels seemed to have embraced the marketing concept, given the existence of extensive marketing plans. Although most hotels appeared to have successfully incorporated information technology into their marketing campaigns, the level of commitment seemed to be insignificant. Following a brief comparison with a similar US study, the paper concludes that there are only minor differences between US and Singapore hotels in terms of their marketing practices.

Sigala (2003), stated that despite the exponential growth of e-commerce on the Internet, little is still known on how the new medium is transforming marketing concepts/practices and their effectiveness. This empirical study aims to fill in this gap. This article first analyzes the Internet's capabilities and features as well as the new virtual market space that Internet advances have fostered. After reviewing models and strategies for Internet marketing, an Internet marketing mix is proposed based on the Internet strategies of hotels in Greece that were investigate.

Know and Lee (2003), explored consumers' concerns about payment security and its relationship to online shopping attitude and actual purchases. They observed a negative relationship between attitude towards online shopping and concerns about online payment security. Consumers with a positive attitude seem to be less concerned about payment security.

Bechrer (2004), stated that Internet marketing is a field that is continuing to grow, and the online auction concept may be defining a totally new and unique distribution alternative. Very few studies have examined auction sellers and their internet marketing strategies. This research examines the internet auction phenomenon as it relates to the marketing mix of online auction sellers. The data in this study indicate that, whilst there is great diversity among businesses that utilize online auctions, distinct cost leadership and differentiation marketing strategies are both evident. These two approaches are further distinguished in terms of the internet usage strategies employed by each group.

Aggarwal (2013), found that online shopping is directly affected through various factors like age, gender, education and income and shows that there is strong relationship between age and attitude towards online shopping.

Azadavar (2011), studied that many factors have influence from online shopping. The causal model explains that Trust and customer service have greatly positive impact on online shopping and security, price, information, trust, and convenience are very important in online shopping.

Iqbal (2012), try to find out the perception in developing countries toward online shopping. It was found that there is no significant relationship between perceived risk and online shopping and developing countries are more participative in online shopping.

Bhatt Ashish (2014) found that that information; perceived usefulness, perceived enjoyment and security/privacy are the five dominant factors which influence consumer perceptions on Online purchasing.

Goswami et al, (2013) conducted a survey of consumer in commercial towns in Assam. The study found that the customer of online shopping is very satisfied rather than offline shopping. Online shopping provides better platform to every consumers

CHAPTER - 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

In this project, Descriptive Research Design is used.

3.2 SAMPLING TECHNIQUE

In this study, Convenience Sampling method is used for survey.

3.3 SOURCES OF DATA

The goal for all data collection is to capture quality evidence that then translates to rich data analysis and allows the building of a convincing and credible answer to questions that have been posed.

3.3.1 Primary Data:

Primary data was collected from various people and their opinion and information for the specific purpose of study helped to run the analysis. In essence the questions asked were tailored to elicit the data that that will help for study. The data was collected through questionnaire to understand their experience and preference towards their loyal company.

3.3.2 Secondary Data:

To make primary data collection more specific, secondary data will help to make it more useful. It helps to improve the understanding of the problem. Secondary data was collected from various sources such as different business websites and published papers.

3.4 STRUCTURE OF QUESTIONNAIRE

A structured questionnaire has been prepared to get the relevant information from the respondents. The questionnaire consists of variety of questions presented to the respondents for their responses. The researcher has been used structured questionnaire, support and cooperation the selected respondents of various fields.

3.5 SAMPLE SIZE

This research study after collecting data is the sampling process. When a decision is made to use the sample, a number of factors must be taken into consideration. The size of sample selected for the research is 125 in the area of Madurai.

3.6 PERIOD OF STUDY

The period of study is from December 2020 to February 2021.

3.7 ANALYTICAL TOOLS

- ➤ Percentage Analysis.
- ➤ Correlation.
- ➤ ANOVA.
- ➤ Independent T test.

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1 : Table showing Gender wise classification of respondents

Particulars	No. of Respondents	Percentage
Male	87	69.60%
Female	38	30.40%
Total	125	100.00%

Source: Primary Data
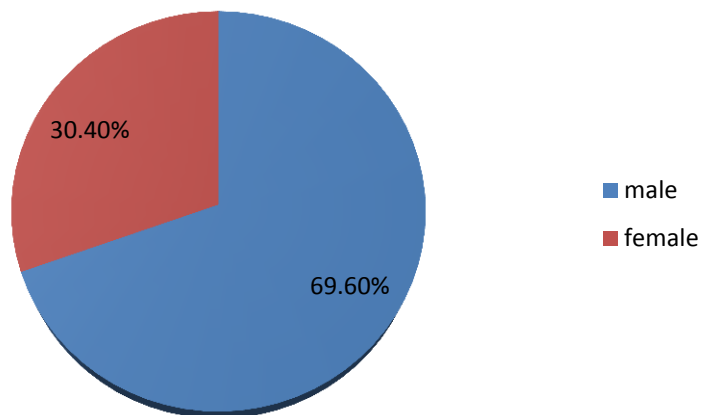
Chart 4.1.1: Chart showing Gender wise classification of respondents

Interpretation:

From the above table it is interpreted that 69.60% are Male respondents and 30.40% are Female respondents.

Inference:

Majority to 69.60% are male respondents.

Table 4.1.2 Table showing Age wise classification of respondents

Particulars	No. of Respondents	Percentage
20- 25 Years	107	86.29%
25-30 Years	12	9.68%
30-35 Years	4	3.23%
Above 35 Years	1	0.81%
Total	125	100.00%

Source: Primary Data
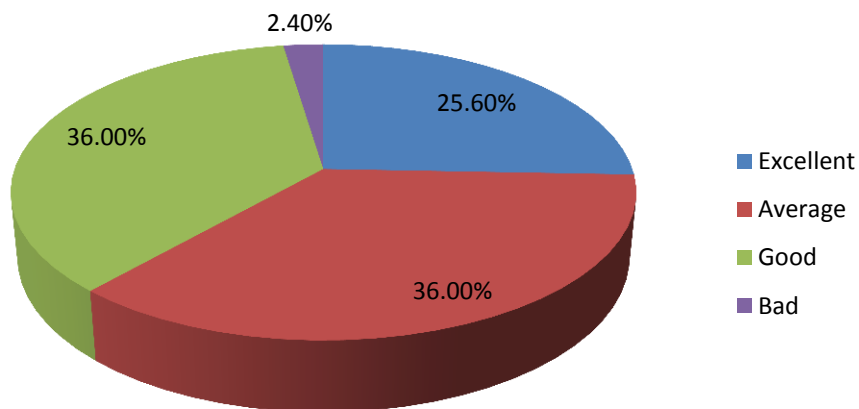
Chart 4.1.2: Chart showing Age wise classification of respondents

Interpretation:

From the above table it is interpreted that 86.29% are 20- 25 Years respondents, 9.68% are between 25-30 Years respondents, 3.23% are between 30-35 Years respondents and 0.81% are Above 35 Years respondents

Inference:

Majority to 86.29% age 20-25 years respondents.

Table 4.1.3 Table showing Qualification wise classification of respondents

Particulars	No. of Respondents	Percentage
Employee	26	40.00%
student	16	24.62%
Self employed	15	23.08%
House wife	8	12.31%
total	125	100.00%

Source: primary data
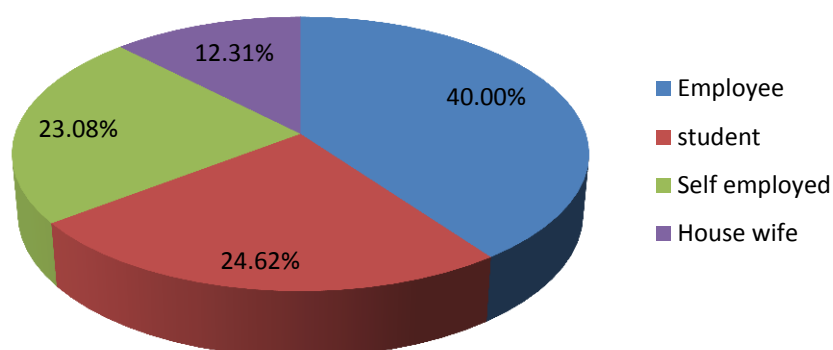
Chart 4.1.3 Chart showing Qualification wise classification of respondents

Interpretation:

From the above table it is interpreted that 40.00% are employed respondents,24.62% are student respondent,,23.08% are self-employed respondents,12.31% are housewife respondents.

Inference:

Majority to 40.00% are employed respondents.

Table 4.1.4 Table showing How Frequently You Shop Through E-commerce Web Sites

Particulars	No. of Respondents	Percentage
More than once a month	39	31.20%
Once in 1-2 months	50	40.00%
Once in 3-6 months	20	16.00%
Once 7-12 months	16	12.80%
Total	125	100.00%

Source: Primary Data
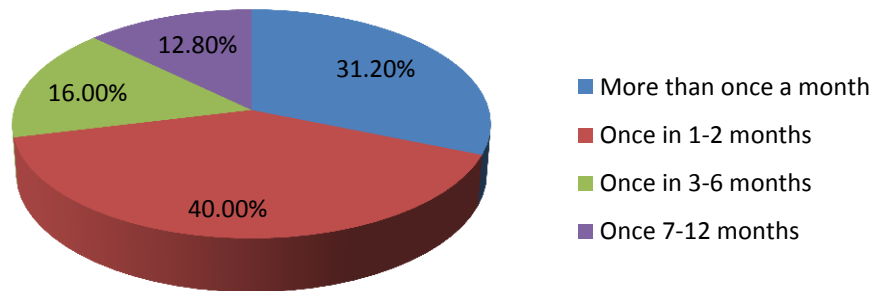
Chart 4.1.4 Chart showing   how frequently you Shop Through E-commerce Web Sites

Interpretation:

From the above table it innterpreted that 31.20% more than once a month are respondents,40.00% are once in 1-2 months respondents,16.00%more than 3-6 months are respondents,12.80% more than 7-12 months are respondents

Inference: Majority to 40.00% are once in 1-2 months respondents.

Table 4.1.5 Table showing how do you get to know about the products that you purchase online

Particulars	No. of Respondents	Percentage
Through friends	41	31.20%
Through advertisement	13	40.00%
Social media	20	16.00%
Others	26	12.80%
Total	125	100.00%

Source: Primary Data
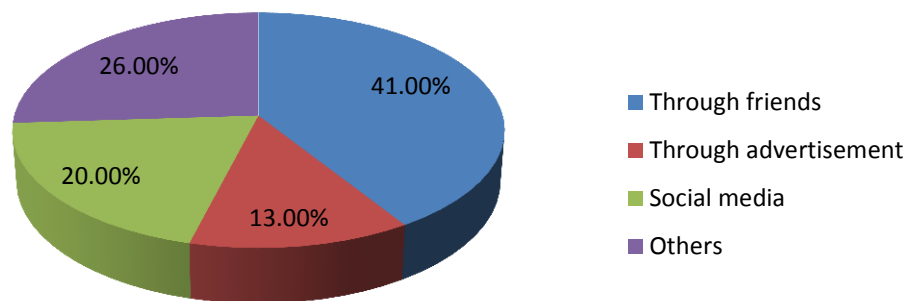
Chart 4.1.5 Chart showing How do you get to know about the products that you purchase online

Interpretation:

From the above table it is interpreted that 31.20%through friends are respondents, 40.00% through advertisement are respondents 16.00% social media are respondents,12.80%others respondents.

Inference: Majority to 40.00% through advertisement respondents.

Table 4.1.6 Table showing the following site you visit for shopping

Particulars	No. of Respondents	Percentage
amazon	49	39.20%
Flipkart	48	38.40%
Myntra	12	9.60%
Others	16	12.80%
Total	125	100.00%

Source: primary data
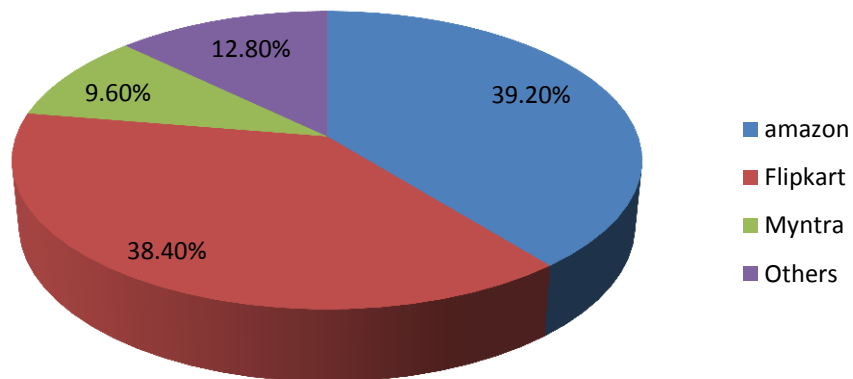
Chart 4.1.6 Chart showing the following site you visit for shopping

Interpretation:

From the above table it is interpreted that 39.20% are amazon respondents, 38.40% are flipkart respondents, 9.60% are myntra respondents, 12.80%are others respondents.

Inference:

Majority to 39.20% are flipkart respondents.

Table 4.1.7 Table showing the motives to buy products online

Particulars	No. of. Respondents	Percentage
Easy payment	44	35.20%
Wide range of product	34	27.20%
No hidden cost	11	8.80%
Others	36	28.80%
Total	125	100.00%

Source: primary data
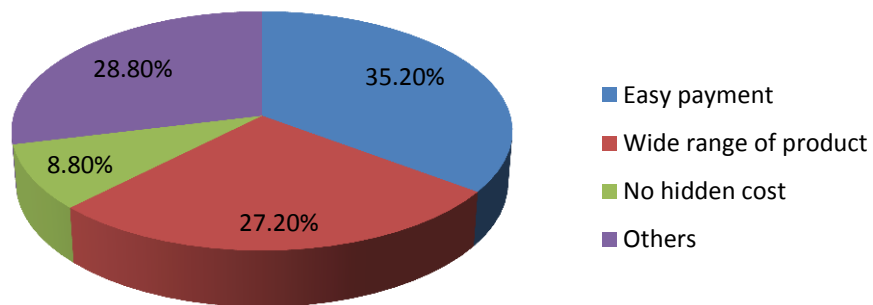
Chart 4.1.7 Chart showing the motives to buy products online

Interpretation:

From the above table it is interpreted that 35.20%are easy payment respondents, 27.20% are wide range of product respondents, 8.80% are no hidden cost respondents, 28.80% are others respondents.

Inference: Majority to 35.20% are easy payment respondents.

Table 4.1.8 Table showing You make your payment on internet

Particulars	No. of. Respondents	Percentage
Debit \credit card	41	32.80%
Bank transfer	16	12.80%
Paytm	11	8.80%
others	57	45.60%
total	125	100.00%

Source: primary data
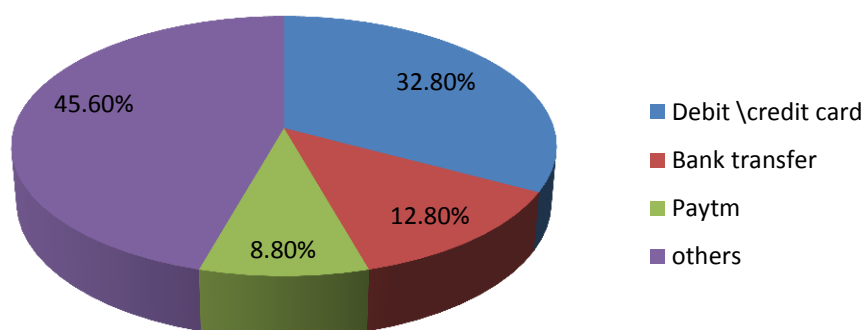
Chart   4.1.8 Chart showing you make your payment on internet

Interpretation:

From the above table it is interpreted that 32.80%are debit \credit card respondents, 12.80% are bank transfer respondents, 8.80% are paytm respondents, 45.60% are are others respondents.

Inference:

Majority to 45.60% are others respondents.

Table 4.1.9 Table showing your experience towards online shopping

Particulars	No. of. Respondents	Percentage
Excellent	32	25.60%
Average	45	36.00%
Good	45	36.00%
Bad	3	2.40%
Total	125	100.00%

Source: primary data
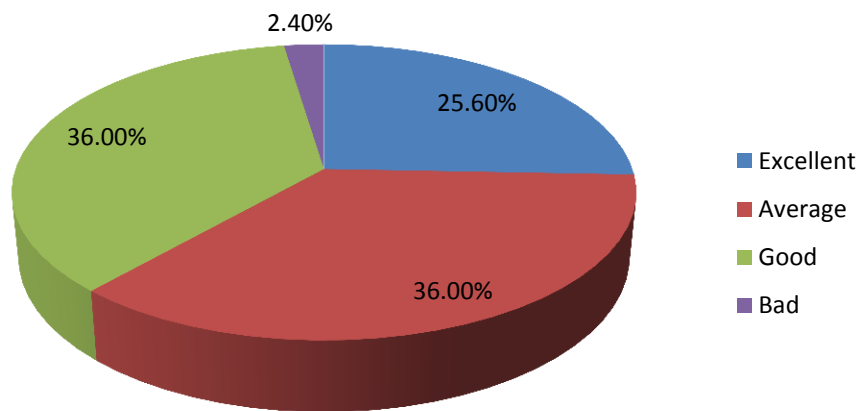
Chart 4.1.9 Chart showing Your experience towards online shopping

Interpretation:

From the above table it is interpreted that 25.60% are excellent respondents, 36.00% are average respondents, 36.00% are good respondents, 2.40% are bad respondents.

Inference:

Majority to 36.00% are average and good respondents.

Table 4.1.10 Table showing What extent do there following factors influence your judgement when buying shopping goods online :

Particulars	No. of. Respondents	Percentage
Very important	56	44.80%
Important	46	36.80%
Neutral	18	14.40%
Not important	5	4.00%
Very not important	0	0.00%
Total	125	100.00%

Source : primary data
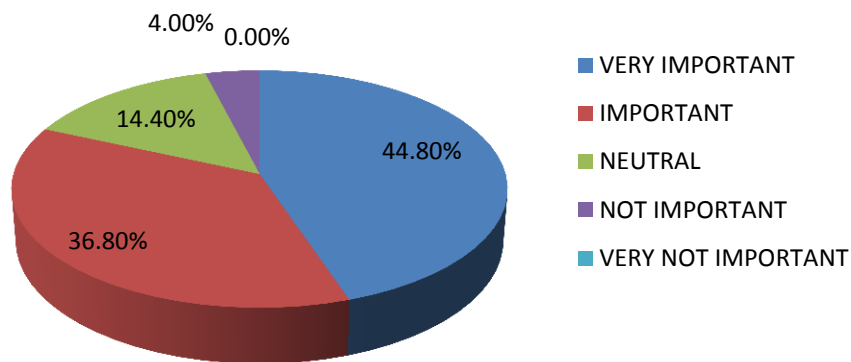
Chart 4.1.10 Chart showing the extent do there following factors influence your judgement when buying shopping goods online.

Interpretation:

From the above table it is interpreted that 44.80% are very important respondents, 36.80% are important respondents, 14.40% are neutral respondents, and 4.00% are not important respondents, 0.00% very not important respondents

Inference: Majority to 44.80% are very important respondents.

Table 4.1.11 Table showing Do the large section of products need. Don't it?

Particulars	No. of. Respondents	Percentage
Very important	54	43.20%
Important	50	40.00%
Neutral	17	13.60%
Not important	4	3.20%
Very not important	0	0.00%
Total	125	100.00%

SORUCE: Primary data

Chart 4.1.11 Chart showing Do the large section of products need. don't it

Interpretation:

From the above table it is interpreted that 43.20%   are very important respondents,40.00% are important respondents, 13.60% are neutral respondents, 3.20% are not important respondents, 0.00% very not important respondents

Inference:

Majority to 43.20% are very important respondents.

Table 4.1.12 Table showing Critic the importance of easy navigation from websites?

Particulars	No. of. Respondents	Percentage
Very important	54	43.20%
Important	49	39.20%
Neutral	18	14.40%
Not important	4	3.20%
Very not important	0	0.00%
Total	125	100.00%

SORUCE: Primary data

Chart 4.1.12   Chart showing Critic the importance of easy navigation from websites.

Interpretation:

From the above table it is interpreted that 43.20% are very important respondents,39.20% are important respondents, 14.40% are neutral respondents, 3.20% are not important respondents, 0.00% very not important respondents

Inference: Majority to 43.20% are very important respondents.

Table 4.1.13 Table showing is offering discount in free shipping is good idea?

particulars	No. of. Respondents	Percentage
Very important	55	44.00%
Important	45	36.00%
Neutral	20	16.00%
Not important	5	4.00%
Very not important	0	0.00%
Total	125	100.00%

SORUCE: Primary data

Chart 4.1.13 Chart showing is offering discount in free shipping is good idea.
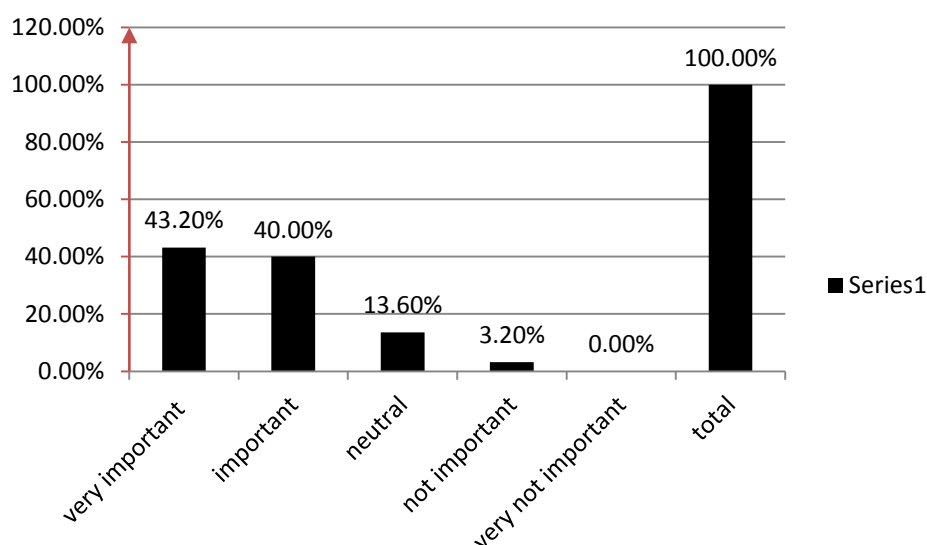
Interpretation:

From the above table it is interpreted that 44.00%   are very important respondents,36.00% are important respondents, 16.00% are neutral respondents, 4.00% are not important respondents, 0.00% very not important respondents

Inference: Majority to 44.00% are very important respondents.

Table 4.1.14 Table showing Is it delivery on time important?

Particulars	No. of. Respondents	Percentage
Very important	54	43.20%
Important	48	38.40%
Neutral	17	13.60%
Not important	5	4.00%
Very not important	1	0.80%
Total	125	100.00%

SORUCE: Primary data

Chart 4.1.14 Chart showing Is it delivery on time important

Interpretation:

From the above table it is interpreted that 43.20% are very important respondents,38.40% are important respondents, 13.60% are neutral respondents, 4.00% are not important respondents, 0.80% very not important respondents
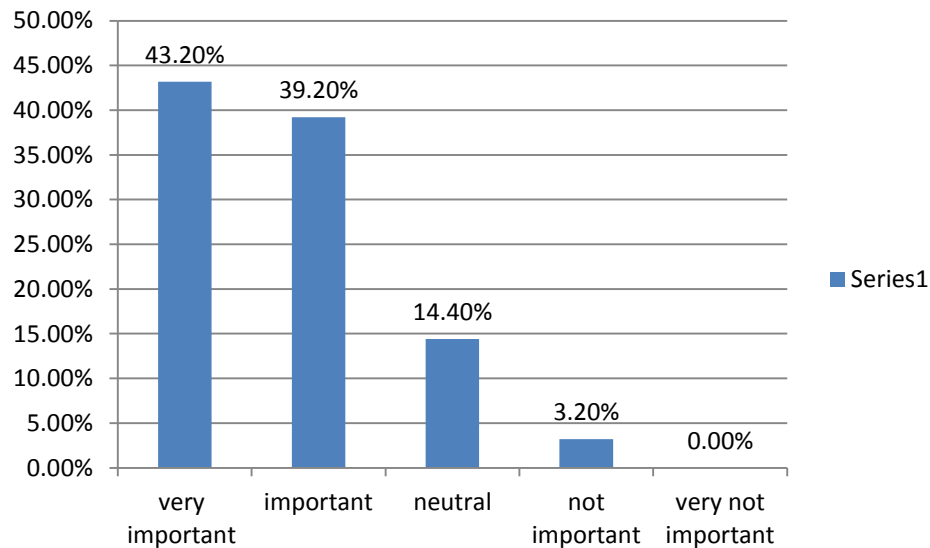
Inference: Majority to 43.20% are very important respondents.

Table 4.1.15 Table showing how important is the guarantees & warrantees of product?

Particulars	No. of. Respondents	Percentage
Very important	53	42.40%
Important	47	37.60%
Neutral	21	16.80%
Not important	4	3.20%
Very not important	0	0.00%
Total	125	100.00%

SORUCE: Primary data
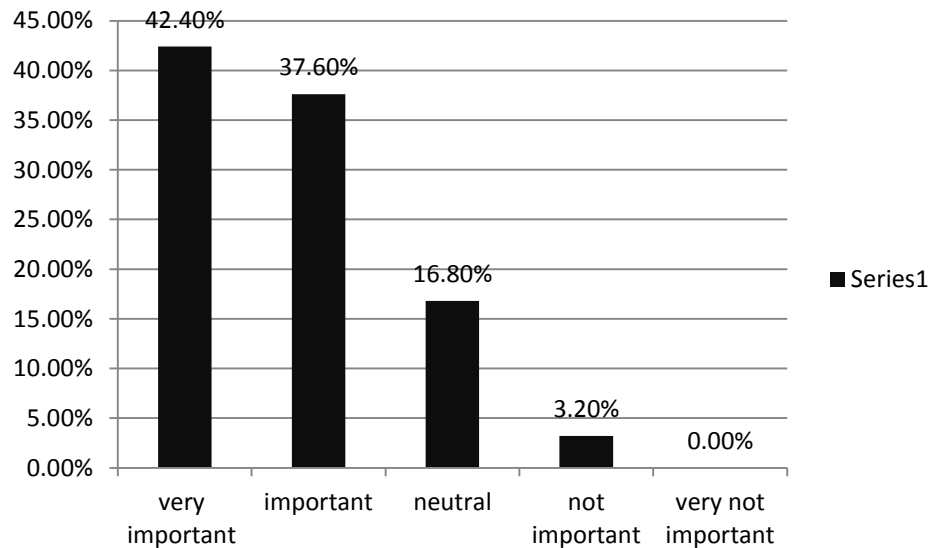
Chart 4.1.15 Chart showing how important is the guarantees & warrantees of product
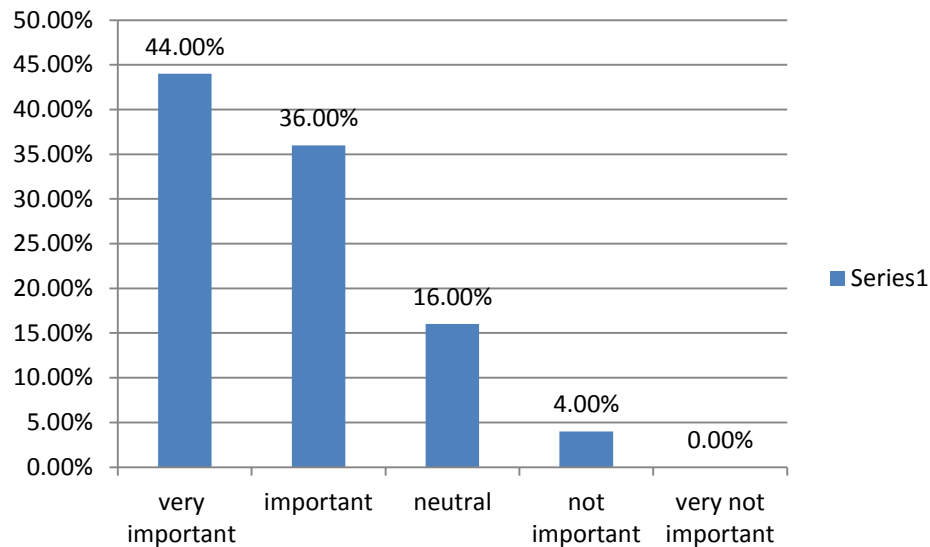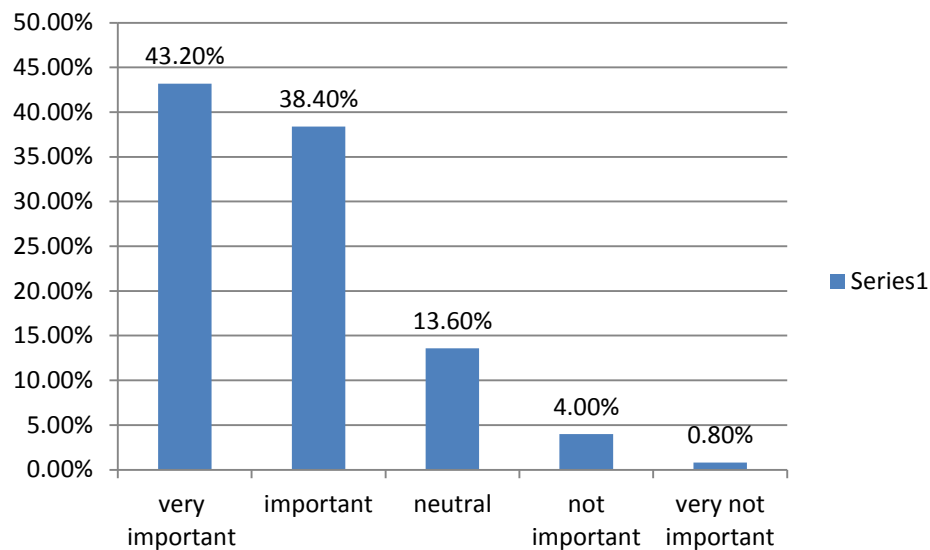
Interpretation:

From the above table it is interpreted that 42.40% are very important respondents, 37.60% are important respondents, 16.80% are neutral respondents, 3.20% are not important respondents, 0.00% very not important respondents

Inference: Majority to 42.80% are very important respondents.

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Table 4.1.16 Table showing Do you think there is scope of improvement in the following issue you faced while shopping online?

Particulars	No. of. Respondents	Percentage
agree	63	50.40%
Strongly Agree	41	32.80%
Neutral	15	12.00%
Disagree	4	3.20%
Strongly disagree	2	1.60%
Total	125	100.00%

SORUCE: Primary data
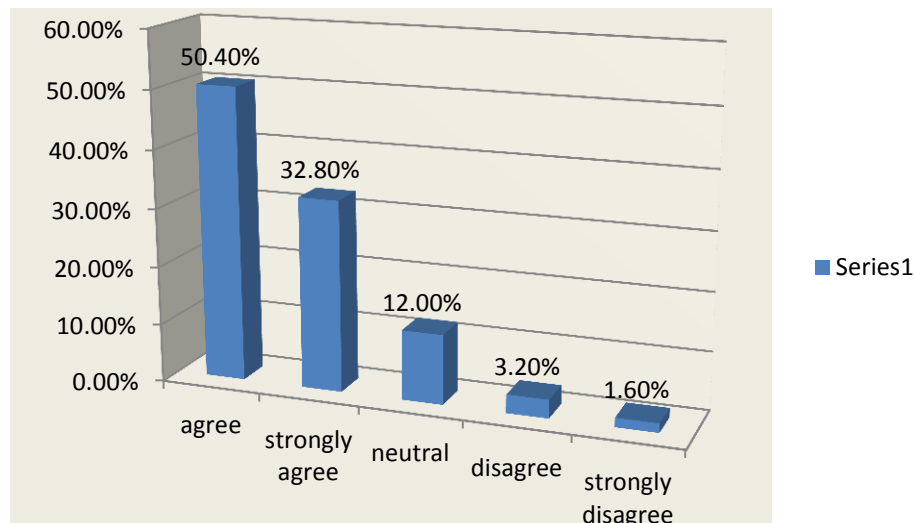
Chart 4.1.16 Chart showing Do you think there is scope of improvement in the following issue you faced while shopping online

Interpretation:

From the above table it is interpreted that 50.40% are agree respondents,32.80% are strongly agree respondents,12.00 % are neutral respondents, 3.20% are disagree respondents, 1.60% strongly disagree respondents

Inference: Majority to 50.40% are agree respondents.

Table 4.1.17 Table showing DO YOU AGREE ONLINE PURCHASING DELIVERY ON TIME?

Particulars	No. of. Respondents	Percentage
agree	63	50.40%
Strongly Agree	39	31.20%
Neutral	15	12.00%
Disagree	6	4.80%
Strongly disagree	2	1.60%
Total	125	100.00%

SORUCE: Primary data

Chart 4.1.17 Chart showing DO YOU AGREE ONLINE PURCHASING DELIVERY ON TIME

Interpretation: From the above table it is interpreted that 50.40% are agree respondents,31.20% are strongly agree respondents,12.00 % are neutral respondents, 4.80% are disagree respondents, 1.60% strongly disagree respondents

Inference: Majority to 50.40% are agree respondents.

Table 4.1.18 Table showing did is not a more secure website?

Particulars	No. of. Respondents	Percentage
agree	62	49.60%
Strongly Agree	41	32.80%
Neutral	13	10.40%
Disagree	7	5.60%
Strongly disagree	2	1.60%
Total	125	100.00%

SORUCE: Primary data

Chart 4.1.18 Chart showing did is not a more secure website

Interpretation: From the above table it is interpreted that 50.40% are agree respondents,32.80% are strongly agree respondents,10.40% are neutral respondents, 5.60% are disagree respondents, 1.60% strongly disagree respondents

Inference: Majority to 50.40% are agree respondents.

Table 4.1.19 Table showing Do you think customer care service is satisfactory?

Particulars	No. of. Respondents	Percentage
agree	64	51.20%
Strongly Agree	37	29.60%
Neutral	16	12.80%
Disagree	6	4.80%
Strongly disagree	2	1.60%
Total	125	100.00%

SORUCE: Primary data

Chart 4.1.19 Chart showing Do you think customer care service is satisfactory

Interpretation:

From the above table it is interpreted that 51.20% are agree respondents,29.60% are strongly agree respondents,12.80 % are neutral respondents, 4.80% are disagree respondents, 1.60% strongly disagree respondents

Inference: Majority to 51.20% are agree respondents.

Table 4.1.20 Table showing Are you satisfied with return and exchange policy of online shopping?

Particulars	No. of. Respondents	Percentage
agree	63	50.40%
Strongly Agree	37	29.60%
Neutral	19	15.20%
Disagree	4	3.20%
Strongly disagree	2	1.60%
Total	125	100.00%

SORUCE: Primary data

Chart 4.1.20 Chart showing Are you satisfied with return and exchange policy of online shopping
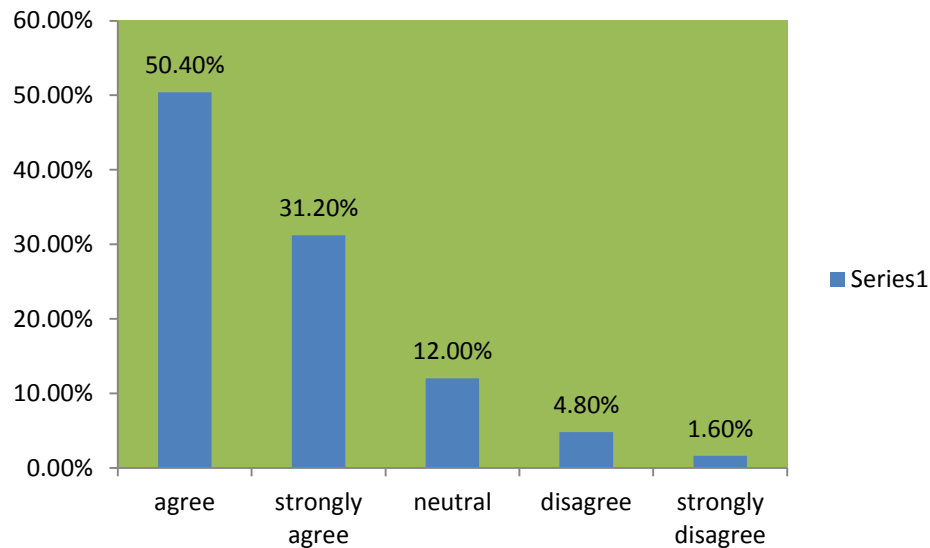
Interpretation:

From the above table it is interpreted that 50.40%are agree respondents, 29.60% are strongly agree respondents,15.20 % are neutral respondents, 3.20% are disagree respondents, 1.60% strongly disagree respondents

Inference: Majority to 50.40% are agree respondents.

Table 4.1.21 Table showing Do you agree, website interface in online shopping is good?

Particulars	No. of. Respondents	Percentage
agree	62	49.60%
Strongly Agree	37	29.60%
Neutral	18	14.40%
Disagree	6	4.80%
Strongly disagree	2	1.60%
Total	125	100.00%

SORUCE: Primary data
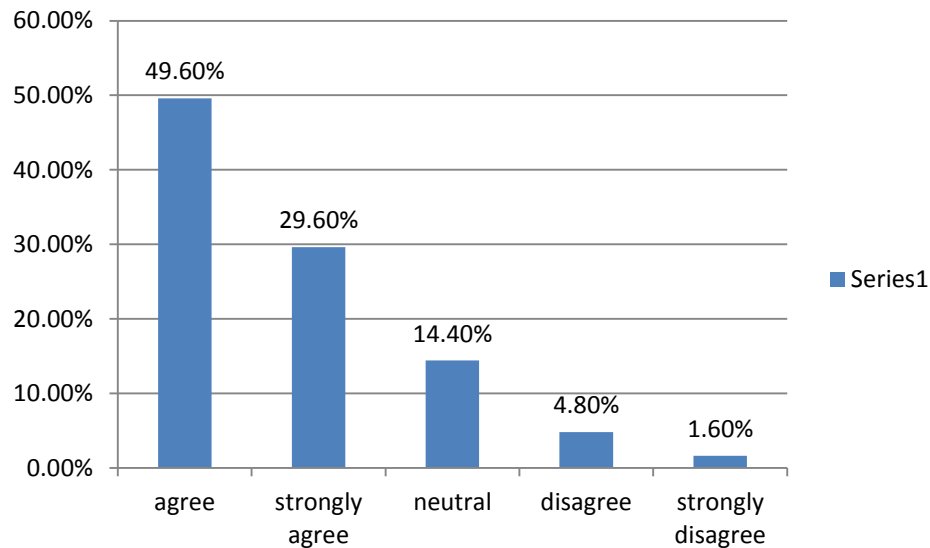
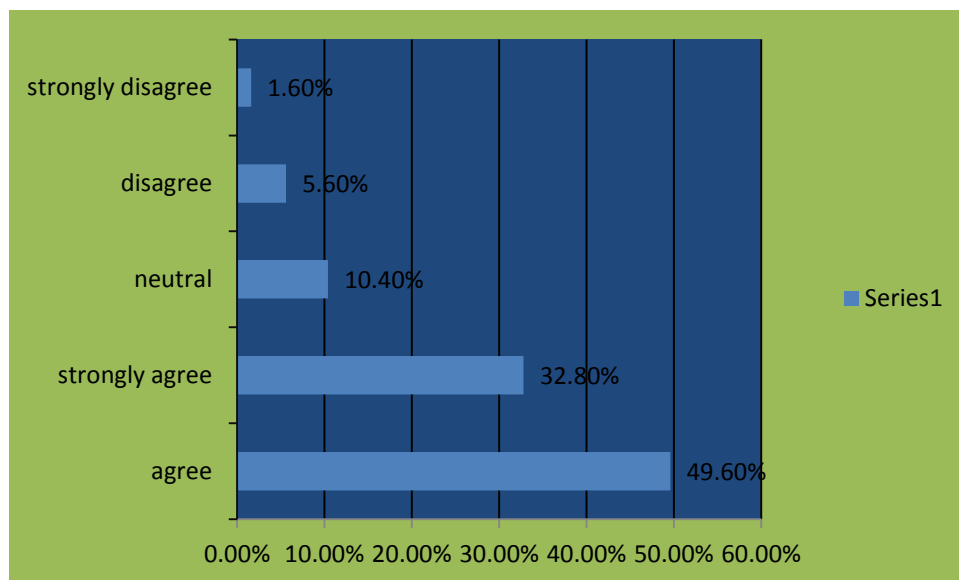**Chart 4.1.21 Chart showing do you agree, website interface in online shopping is good**

Interpretation:

From the above table it is interpreted that 49.60% are agree respondents,29.60% are strongly agree respondents,14.40 % are neutral respondents, 4.80% are disagree respondents, 1.60% strongly disagree respondents

Inference: Majority to 49.60% are agree respondents.

Table 4.1.22 Table showing Are you agreed with the process of product tracking?

Particulars	No. of. Respondents	Percentage
Strongly agree	59	47.20%
Agree	39	31.20%
Neutral	21	16.80%
Disagree	4	3.20%
Strongly disagree	2	1.60%
Total	125	100.00%

SORUCE: Primary data
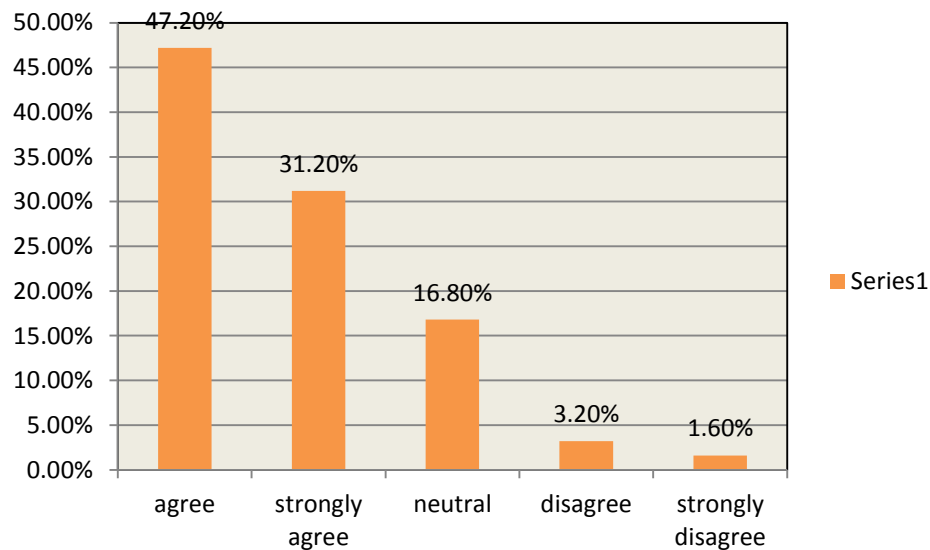
Chart 4.1.22 Chart showing Are you agreed with the process of product tracking
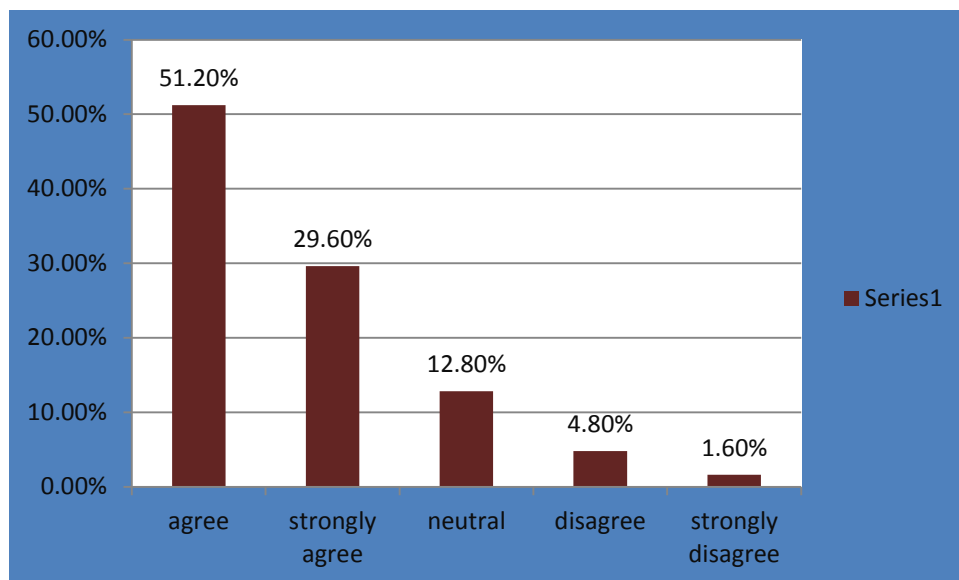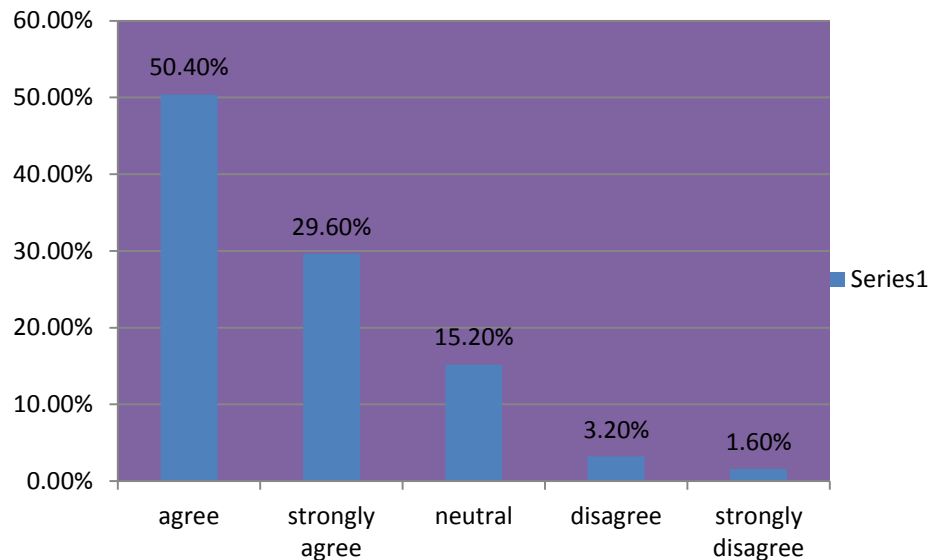
Interpretation:

From the above table it is interpreted that 47.20% are agree respondents, 31.20% are strongly agree respondents,16.80 % are neutral respondents, 3.20% are disagree respondents, 1.60% strongly disagree respondents

Inference: Majority to 47.20% are agree respondents.

4.2 CORRELATION

HYPOTHESIS:

H0 (Null Hypothesis)

There is no significant relationship between customer satisfaction and discount of product.

H1 (Alternate Hypothesis)

There is significant relationship between customer satisfaction of discount of product.

Table 4.2.1 Table showing Descriptive Statistics of customer satisfaction and discount

Descriptive Statistics			
	Mean	Std. Deviation	N
Customer _Satisfaction	3.25	1.395	125
Discount	2.54	1.394	125

Correlations			
		Customer_ Satisfaction	Discount
Customer_ Satisfaction	Pearson Correlation	1	.191[*]
	Sig. (2-tailed)		0.033
	N	125	125
Discount	Pearson Correlation	.191[*]	1
	Sig. (2-tailed)	0.033	
	N	125	125
*.	Correlation is significant at the 0.05 level (2-tailed).		

Inference:

From the result it is interpreted that significant (2-tailed) value is 0.033 which is less than 0.05. So H0 is rejected and H1 is accepted. Correlation between customer satisfaction and discount of product

4.3 T-TEST

HYPOTHESIS

H0 (Null Hypothesis)

There is no significant difference between experience towards online shopping and gender of respondents.

H1 (Alternate Hypothesis)

There is a significant difference between experience towards online shopping and gender of respondents.

Table 4.3.1 Showing group statistics of experience towards online shopping and Gender

Group Statistics					
Gender		N	Mean	Std. Deviation	Std. Error Mean
Experience_ Online_ Shopping	Female	38	2.87	1.277	0.207
	male	87	2.51	1.302	0.140

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
						Sig. (2-tailed)	Mean Differ ence	Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.	t	df				Lower	Upper
Experience_Online_Shopping	Equal variances assumed	1.625	0.003	1.441	123	0.003	0.363	0.252	-0.136	0.861
	Equal variances not assumed			1.452	71.842	0.002	0.363	0.250	-0.135	0.861

Inference:

From the result it is interpreted that significant (2-tailed) value is 0.003 which is less than 0.05 .so H0 is rejected and H1 is accepted .there is significant difference between online shopping and gender of respondents.

4.4 ANOVA

HYPOTHESIS

H0 (Null Hypothesis): There is no significance difference between following site you visit for shopping and scope of improvement in the following issue you faced

H1 (Alternate Hypothesis): There is significance difference between following site you visit for shopping and scope of improvement in the following issue you faced

Table 4.4.1 Showing site you visit for shopping and scope of improvement
ANOVA

Scope of improvement in following issue you faced while shopping

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.335	3	.778	.938	.425
Within Groups	100.417	121	.830		
Total	102.752	124			

Inference:

Since the P value sig (2 tailed) value 0.45 is greater than 0.05. There is no significance difference between following site you visit for shopping and scope of improvement in the following issue you faced.

CHAPTER - 5

FINDINGS, SUGGESTIONS AND CONFLUSION

5.1 FINDINGS OF THE STUDY

➢ IT found that 69.60% of the majority respondents are males.

➢ 86.29% of the majority respondents are between 20 to 25 years of age.

➢ It is found that 40.00% of the majority respondents are employee.

➢ 40.00% of the majority respondents are once in1-2 months.

➢ It found that 40.00% of the majority respondents are through advertisement.

➢ It found that 39.20% of the majority respondents are amazon.

➢ It found that 35.20% of the majority respondents are easy payment.

➢ It found that 45.60% of the majority respondents are others in payment on internet.

➢ 36.00% of the majority respondents are average and good experience towards in online shopping.

➢ It found that 44.80% of the majority respondents are very important.

➢ 43.20% of the majority respondents are very important.

➢ It found that 43.20% of the majority respondents are very important.

➢ 44.00% of the majority respondents are very important.

➢ 43.20% of the majority respondents are very important.

➢ It found that 42.40% of the majority respondents are very important.

➢ It found that 50.40% of the majority respondents are agree.

➢ 50.40% of the majority respondents are agree.

➢ It found that 49.60% of the majority respondents are agree.

➢ It found that 51.20% of the majority respondents are agree.

➢ 50.40% of the majority respondents are agree.

➢ It found that 49.60% of the majority respondents are agree.

➢ 47.20% of the majority respondents are agree.

➢ From the result it is interpreted that significant (2-tailed) value is 0.033 which is less than 0.05.so H0 is rejected and H1 is accepted. Correlation between customer satisfaction and discount of product.

➢ From the result it is interpreted that significant (2-tailed) value is 0.003 which is less than 0.05 .so H0 is rejected and H1 is accepted. Therefore, there is significant difference between online shopping and gender of respondents.

➢ Since the P value sig (2 tailed) value 0.45 is greater than 0.05. There is no significance difference between following site you visit for shopping and scope of improvement in the following issue you faced.

5.2 SUGGESTIONS

The following are the important suggestions made to improve the perception of the respondents towards online shopping:

➢ The main factor motivate the respondents to buy products through online is 'more convenience and more discount' Therefore, the online retailers need to ensure that the online shopping process through their websites is made as simple and as cost effective as possible for consumers to shop online.

➢ The online vendors sending samples to E-shoppers for physical examination of the product before purchase may be facilitated.

➢ The e-retailers must introduce the concept of third-party insurance to strengthen the confidence and trust in online shopping.

➢ The online retailers can outsource the payment processing work to companies providing secure e-payment solutions, so as to avoid the complexities and security issues relating to e-payment solutions.

➢ Since security of the credit cards and debit cards is a major concern for many respondents, the e-sellers must give assurance for the security of the credit cards and personal information.

➢ Online shopping sites should not break the trust of the public by providing poor quality goods. If trust element is assured there then online shopping will be preferred more.

➢ Along with net banking facilities, cash on delivery scheme should also be provided, since people are more comfortable in the scheme.

➢ Online shopping sites should be designed in such a way that they should provide all necessary details regarding the product clearly: including quality of the product, different varieties, mode of payment etc. so that no confusion exists.

➢ Provisions for replacing the damaged goods should be provided.

➢ The deliveries of the goods should not be delayed. Accuracy in the delivery should be assured.

- ➢ The goods will not be directly delivered to people staying in rural areas (far off) areas, so necessary arrangements should be done to overcome this problem.
- ➢ There are many fraud websites that are not authentic. Safety measures are to be taken to control these.
- ➢ The online shopping must provide a wide range of services and satisfies the customer by giving the detailed study on usage of products and educate them in driving maximum benefits from their products.

5.3 CONCLUSION

Online shopping is becoming common in today's life. The study indicate that most of customer having experience of online shopping. Customer believed that online shopping is better option than manual shopping still they have belief that online shopping is expensive, delayed in delivery of products and service. Most of the customers are facing problems like return of bad / wrong product, confusing sites and ineffective customer service. According to, customers most alarming barrier for online shopping are unable to verify product personally, online payment security.

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APPENDIX - I (Questionnaire)

A STUDY ON CONSUMERS PERCEPTION TOWARDS ONLINE SHOPPING IN MADURAI.

1 NAME   : ……………..

2. GENDER**:**

   MALE [ ]   FEMALE [ ]

3. AGE:

a. 20-25[ ]   c. 30-35[ ]

b.25-30[ ]   d 35above [ ]

4 QUALIFICATIONS:

 a. employed   c. student

 b. self-employed   d. house wife

5. How frequently you shop through ecommerce web sites?

a. more than once a month   c. once in 3-6 months

b. once in 1-2 months   d. once in 7-12 month

6. How do you get to know about the products that you purchase online?

 a. through friends   c. through advertisement

 b. social media   d. others

7. Which of the following site you visit for shopping?

a. amazon   c. myntra

b. flipkart   d. others

8. What motivates to buy products online?

a. easy payment   c. wide range of products

b. no hidden cost   d. others

9. How do you make your payment on internet?

a. debit/credit card   c. bank transfer

b. paytm   d. other

10. What is your experience towards online sopping?

a. excellent   c. average

b. good   d. bad

11. TO what extent do there following factors influence your judgement when buying shopping goods online?

a. very important   b. neutral

c. important   d. not important

e. very not important

12. Do the large section of products need. Don't it?

a. very important   b. neutral

c. important   d. not important

e. very not important

13. Did the easy navigation helpful?

a. very important   b. neutral

c. important   d. not important

e. very not important

14. Is offering discount in free shipping is good idea?

a. very important   b. neutral

c. important   d. not important

e. very not important

15. Is it delivery on time important?

a. very important   b. neutral

c. important   d. not important

e. very not important

16. How important is the guarantees & warrantees of product?

a. very important   b. neutral

c. important   d. not important

e. very not important

17. Do you think that special offers/discounts are necessary?

a. very important   b. neutral

c. important   d. not important

e. very not important

18. DO you think there is scope of improvement in the following issue you faced while shopping online?

a. very important   b. neutral

c. important   d. not important

e. very not important

19. Did is not a more secure website?

a. strongly agree   b. agree

c. neutral   d. disagree

e. strongly disagree

20. DO YOU AGREE ONLINE PURCHASING DELIVERY ON TIME?

a. strongly agree   b. agree

c. neutral   d. disagree

e. strongly disagree

21. Do you think customer care service is satisfactory?

a. strongly agree   b. agree

c. neutral   d. disagree

e. strongly disagree

22. Are you satisfied with return and exchange policy of online shopping?

a. strongly agree   b. agree

c. neutral   d. disagree

e. strongly disagree

23. Did you agree website interface in online shopping is good?

a. strongly agree   b. agree

c. neutral   d. disagree

e. strongly disagree

24. Are you agreed with the process of product tracking?

a. strongly agree   b. agree

c. neutral   d. disagree

e strongly disagree

APPENDIX - II (Article)

A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING IN MADURAI

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ABSTRACT

Online shopping is also known as E-shopping; it is the process of buying and selling of goods and services through internet. It has become very popular in present days, due increasing the usage of internet and smart phone users, internet has become major platform for online shopping. Without internet we can't possible to imagine online shopping. The consumers will buy various products like clothing, shoe, electronic, food, items and services through online shopping according to their taste and preferences; it is a mode of zero channels of distribution means consumers will purchase the products directly from producers without any intermediaries or middlemen. It saves for lot of precious time, energy and also money. We have collected data from 125 customers. The outcome of the study consumers perception towards online shopping. The data was collected through a 5scale questionnaire. We have used tools like percentage analysis, correlation, anova test and t-test to analyze the data and find the requirements according to the objectives.

Key words: online shopping, customer buying behavior, perception.

Introduction, in the era of globalization along with the development of e-commerce, many business organizations started their sales and marketing efforts for their products and services via internet. In simple words Online shopping is defined as purchasing product from Internet retailers as opposed to a shop or store or the act of purchasing products or services over the Internet. It is a form of electronic commerce which allows consumers to directly buy goods and services from a seller over the electronic media. Consumers discover a product of interest by visiting the website of the retailer directly or by searching among different vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers the process is called business to- consumer (B2C) online shopping.

2.1 REVIEW OF LITERATURE:

Kanwal Gurleen. (2012), focuses on the understanding of demographic profiles of adopters and non-adopters of online shopping. For this purpose the data from 400 respondents was collected in the form of questionnaires. The study has been conducted in 3 cities of Punjab, a sample of urban respondents were selected from the Jalandhar, Ludhiana and Amritsar The paper also analyses the various reasons for adoption and non-adoption of online shopping.

Wang and Emuian (2004), defined online shopping as buying stuff through the internet. The items are usually sent to the buyer's door step that you have purchased online.

Muthumani & et.al. (2017), this study shows that the online shopping is one of the most popular way for the consumers to make purchases of goods and availing services, but this study identifies that it is not a comfortable and safest one for consumers to make purchases and availing services online. The study also finds that online shopping is gaining popularity among young people to make purchases their requirements.

Madhu & Sampath (2017), in their study online shopping is now become a primary part of any business. This study also stressed that the e-commerce portals have to

educate and promote the consumers towards online shopping by determine the factors influencing the consumers towards online shopping. This study concludes that the era of information providing new dimension to the marketer and consumer as well by virtual shops in India.

Rajarajan and Vetriveeran (2016), this paper analyses the customer satisfaction level in online marketing the study was conducted among two hundred and fifty respondents and it finds that majority of the respondents preferred to use online shopping portal for buying goods and services and this study suggest that due to increasing importance of online shopping, e-merchants should protect the consumers by supplying quality goods and services at affordable price.

Bengtson (2007), stated that adopting the Internet for advanced marketing operations opens up challenging opportunities for firms of all sizes. However, such adoption might destroy investments in present market channels and thus has the characteristics of radical innovation. The results of analysis show that composition of factors on which firms base their decision to adopt advanced Internet-based marketing operations varies significantly with firm size.

Xia and Monroe (2009), consumers will save in monetary when there are price promotions on specific products. In an online context, consumers are more likely to depend on the price cues to determine the quality of a product which are presented in the web site because they cannot see or touch the actual product (Jiang and Rosenbloom, 2005).

Sigala (2003), stated that despite the exponential growth of e-commerce on the Internet, little is still known on how the new medium is transforming marketing concepts/practices and their effectiveness. This empirical study aims to fill in this gap. This article first analyzes the Internet's capabilities and features as well as the new virtual market space that Internet advances have fostered. After reviewing models and strategies for Internet marketing, an Internet marketing mix is proposed based on the Internet strategies of hotels in Greece that were investigate.

Sharma and Mittal (2009), said that India is showing tremendous growth in the Ecommerce, in their study Prospects of e-commerce in India. Online shopping shows unlimited potential in India with the population of millions of people. E-commerce has become an integral part of our daily life and it is a common word in Indian society with websites providing a number of goods and services. Some of these portals provide specific product along with its allied services. Solomon, 1998 in his study Consumer behavior is the study of the processes involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires

Objectives:

- To identify the factors influencing consumers to buy online.
- To Analyze a motivate online shopping for buyer

RESEARCH DESIGN

In this project descriptive research design in used in research topic.

SAMPLE SIZE

This research study after collecting data is the sampling process. When a decision is made to use the sample, a number of factors must be taken into consideration. The size of sample selected for the research is 125 in the area of Madurai.

Structure of Questionnaire

Multiple choice questions and Likert's scale questions.

Analytical Tools

- Correlation.
- ANOVA.
- Independent T.test.

RESULT ANALYSIS

Table Showing Classification of Respondents based on Demographic Variables

Demographic Variables	Particulars	No. of Respondents	Percentage
Gender	Male	87	69.60%
	Female	38	30.00%
	Total	**125**	**100.00%**
Age	20-25 years	107	86.29%
	225-30 years	12	9.68%
	30-35 Years	4	3.23%
	Above 35 Years	1	0.81%
	Total	**125**	**100.00%**
Qualification	Employee	26	40.00%
	Student	16	24.62%
	Self-employee	15	23.08%
	House wife	8	12.31%
	Total	**125**	**100.00%**
Site visit for shopping	Amazon	49	39.20%
	flip kart	48	38.40%
	Myntra	12	9.60%
	others	16	12.80%
	Total	**125**	**100.00%**
Payment on internet	Debit\credit card	41	32.80%
	Bank transfer	16	12.80%
	Paytm	11	8.80%
	others	57	45.60%
	Total	**125**	**100.00%**
Know about the products	Through friends	41	31.20%
	Through advertisement	13	40.00%
	Social media	20	16.00%
	others	26	12.80%
	Total	**125**	**100.00%**

CORRELATION

HYPOTHESIS:

H0 (Null Hypothesis)

There is no significant relationship between customer satisfaction and discount of product.

H1 (Alternate Hypothesis)

There is significant relationship between customer satisfaction of discount of product

Showing Table Descriptive Statistics of customer satisfaction and discount

Descriptive Statistics			
	Mean	Std. Deviation	N
Customer _Satisfaction	3.25	1.395	125
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Correlations			
		Customer_ Satisfaction	Discount
Customer_ Satisfaction	Pearson Correlation	1	.191[*]
	Sig. (2-tailed)		0.033
	N	125	125
Discount	Pearson Correlation	.191[*]	1
	Sig. (2-tailed)	0.033	
	N	125	125
*.	Correlation is significant at the 0.05 level (2-tailed).		

Inference:

From the result it is interpreted that significant (2-tailed) value is 0.033 which is less than 0.05. So H0 is rejected and H1 is accepted. Correlation between customer satisfaction and discount of product

T-TEST

HYPOTHESIS

H0 (Null Hypothesis)

There is no significant difference between experience towards online shopping and gender of respondents.

H1 (Alternate Hypothesis)

There is a significant difference between experience towards online shopping and gender of respondents

Showing group statistics of experience towards online shopping and Gender

Group Statistics					
Gender		N	Mean	Std. Deviation	Std. Error Mean
Experience_ Online_ Shopping	Female	38	2.87	1.277	0.207
	male	87	2.51	1.302	0.140

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
| | | | | | | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
		F	Sig.	t	df				Lower	Upper
Experience_Online_Shopping	Equal variances assumed	1.625	0.003	1.441	123	0.003	0.363	0.252	-0.136	0.861
	Equal variances not assumed			1.452	71.842	0.002	0.363	0.250	-0.135	0.861

Inference:

From the result it is interpreted that significant (2-tailed) value is 0.003 which is less than 0.05 .so H0 is rejected and H1 is accepted .there is significant difference between online shopping and gender of respondents.

 ANOVA

HYPOTHESIS

H0 (Null Hypothesis): There is no significance difference between following site you visit for shopping and scope of improvement in the following issue you faced

H1 (Alternate Hypothesis): There is significance difference between following site you visit for shopping and scope of improvement in the following issue you faced

Showing site you visit for shopping and scope of improvement

ANOVA

Scope of improvement in following issue you faced while shopping

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.335	3	.778	.938	.425
Within Groups	100.417	121	.830		
Total	102.752	124			

Inference:

Since the P value sig (2 tailed) value 0.45 is greater than 0.05. There is no significance difference between following site you visit for shopping and scope of improvement in the following issue you faced.

FINDINGS

- IT found that 69.60% of the majority respondents are males.
- 86.29% of the majority respondents are between 20 to 25 years of age.
- It is found that 40.00% of the majority respondents are employee.
- It found that 39.20% of the majority respondents are amazon
- It found that 45.60% of the majority respondents are others in payment on internet
- It found that 40.00% of the majority respondents are through advertisement

Suggestions

- ➢ The online vendors sending samples to E-shoppers for physical examination of the product before purchase may be facilitated.
- ➢ The e-retailers must introduce the concept of third-party insurance to strengthen the confidence and trust in online shopping.
- ➢ Along with net banking facilities, cash on delivery scheme should also be provided, since people are more comfortable in the scheme.
- ➢ Provisions for replacing the damaged goods should be provided.
- ➢ The deliveries of the goods should not be delayed. Accuracy in the delivery should be assured

Conclusion:

Online shopping is becoming common in today's life. The study indicate that most of customer having experience of online shopping. Customer believed that online shopping is better option than manual shopping still they have belief that online shopping is expensive, delayed in delivery of products and service. Most of the customers are facing problems like return of bad / wrong product, confusing sites and ineffective customer service. According to, customers most alarming barrier for online shopping are unable to verify product personally, online payment security.

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