

A Study on Customer Preference towards Online Shopping Platforms with Special Reference to Tamilnadu

Dr.Thandauthapani A, Mr .Karthikeyan T, Dr.Venkatesh S
Department of Management, Srimad Andavan Arts & Science College, Trichy

Abstract:- We are in the era of technological advancement in all walks of the life that directly influences the way how we perceive our lifestyle as. It is inevitable that we have to depend on the online purchase mode to cater to the needs of us. One way or another we are induced by the technological advancement and being made as an active user of the services offered by online sellers. Moreover the benefits that a customer is expected to get out of using the online platform is numerous in numbers. Considering the obstacles a customer has to face while buying a product offline it may be better to seek for buying it online.

In this study the satisfaction level of customers using online of shopping was analyzed and the factors which influences the buying behaviors were found out. 100 respondents from various cities in tamilnadu were selected and their response was taken for the study. The study employed convenient sampling technique method and the data thus observed using a structured questionnaire was analyzed using the SPSS 21.0

Keywords:- Online Shopping, Buying Behavior Preferred Online Websites & Satisfaction On Online Shopping.

I. INTRODUCTION

Online shopping is a buying or selling process whereby consumers and suppliers meet through online to buy goods or services and interact mutually in the absence of an intermediary. Online shopping is a form of business that includes the process of shopping for goods and services from merchants who sell over the internet platform. Since the emergence of the globe Wide Web, merchants have sought to sell their products to people that surf the net. Shoppers while sitting in the home may visit various web stores of their preference and buy goods according to their needs. Consumers buy a spread of things from online stores within a single click and have access to wide range of products.

Online retailers face a lot of challenges in reaching out to consumers who are in need of their offerings. As an efficient alternative sales channel sellers are watching the web, which provides them direct access to focus on customers. Online retailing (also referred to as e-tail) could be a web-enabled interface between a retailer and its target consumers for selling products and services on the net with the ability of ecommerce. These varieties of retailers also are referred to as e-retailers. The majority big retailers are now electronically present on the planet Wide Web.

The online shopping environment has tried and true plenty of transformation and today it's still developing in an exceedingly much diversified way. It's becoming extremely popular within the areas of apparel, arts and handicrafts, books, car rentals, computers and electronics, cosmetics, financial services, gifts and novelties, etc.

Some of the foremost advantages of e-retailing which makes it popular among the retailers are: low investment cost, direct access to focus on customers, quick return on investment

This kind of retail format helps the retailers to serve their customer quickly and more efficiently by offering them an in depth portfolio of products and services. On the opposite hand, availability of the purpose of transaction data helps the retailers to research and interpret their target customers. It is becoming the foremost efficient thanks to offer valuable information to the shoppers like discounts, promotions, new and existing products as per the customer requirements and past shopping

Nowadays, online shopping could be a fast growing phenomenon. There is a growing demand for products that are available online from the consumers who wish to shop online to buy goods and services. Online shopping environment are therefore playing an increasing role within the overall relationship between markets and their consumers (look et al., 2008). That is, consumer-purchases are mainly supported the cyberspace appearance like pictures, image, quality information, and video clips of the merchandise, not on the particular experience. Because the internet has now become a very global phenomenon, the amount of internet users worldwide is anticipated to achieve 1.8 billion by 2010 per the survey of clickz stats, this growing and diverse internet population means the people having diverse taste and purposes are now visiting web for information and to shop for products and services. The wide use of internet and also the zoom of technology have created a replacement marketplace for both the purchasers and business. Now day's internet isn't just another medium to urge in grips with customers, but it's a very important channel to seek out potential customers similarly as channel to continue relationship with existing customers.

Essentially, the thought of online shopping is to steer customers to a convenient way of shopping. Customers are ready to save their time and money, plus retrieve all the merchandise information with just few clicks in couple of minutes. Plus, purchasing may be done anywhere, anytime consistent with their preferences

The globe Wide Web has grown incredibly since its inception in 1990 and by 1991 it had been opened for commercial use. The net explosion has opened doors to a brand new electronic world, which facilitated in taking business to a different level. The ever-increasing reach of internet and social media has made the purchasing behavior of Indian consumers a simple as well as cost effective. The Indian consumer market has higher income the event of recent urban lifestyles and a rise in consumer awareness have affected buyer behavior in cities, towns and even rural areas.

II. REVIEW OF LITERATURE

- C.K.SUNITHA, & Gnanadhas, Edwin. (2014) explained in his study about the benefits of online shopping. He discussed about the advantages of the online shopping and highlighted about time as the most influencing factors since time taken to do purchase online is low compared to that of offline purchase.
- Amit, Kumar & Singh, Amit & Sailo, Malsawmi. (2014) in their study found out that online shopping is the easiest and most convenient mode of buying things in the very hectic and busiest schedule. The study outlined the role of technology in getting satisfied with the online shopping.
- Kuester, Sabine (2012) in his study found that in order to assess the consumer behavior one should analyze the buying pattern of individuals, group members and the influence of the society as well. Psychology, sociology, behavioral pattern have great impact on the consumer preference. he also described the impact of individuals, social group on the decision making on choosing a particular products. It also discusses about the influence of external factors other than the individual perception.
- Butler and Peppard (1998) investigated the various choices that a consumer makes considering various attributes like product, price, size, colour, variety and various attributes. The study also highlights how a consumer tradeoff in selecting a certain product.
- P.Oghazi, S.Karlsson, D.Hellström, K. Hjort, (2018) found out how return policies influences the purchase behaviour. The study speaks about the importance of the return policy and in what all ways it will be beneficial to the company.
- I. Erkan, C. Evans(2018) in their study substantiated the role of Word of Mouth that through the same a massive communication at a very low cost can be established. Word of Mouth by itself reveals a strong and sentimental connect with the desired consumers and plays a major role in transforming consumers from mere complacent spectators to a potent buyers.
- G. McLean,A.Wilson(2016) investigated the potential of digital marketing and how it is transforming the marketing strategy that ensures great reach and accessibility to the untapped markets also. It says that it pertinent that companies should adapt to new and recent technologies to sustain in the market.
- C.M. Chiu, T.G.W. Eric, F. Yu-Hui, H. Hsin-Yi, (2014) highlighted that Internet is essential and pertinent for the long term sustainability. Internet technologies create rapid development in the field of marketing which in turn make

organizations to differentiate themselves with the competitors.

III. RESEARCH METHODOLOGY

The study adopted is “Descriptive” in nature. Descriptive Research Design is concerned with the research study which focuses on the portrayal of the characteristics of a group or individuals or a situation. The main objective of such studies is to acquire knowledge. Convenient sampling technique was adopted.

IV. NEED FOR THE STUDY

The success of any organization depends on the marketing strategy adopted by it which in turn enhances the satisfaction of consumers by largely offering products that more effectively and efficiently with better product and services quality in better price, shopping access and deliver. A good marketer should constantly be adaptive to change and to satisfy the consumers need in better way than its competitors.

V. OBJECTIVES OF THE STUDY

- To find out the level of satisfaction towards the services provided by the online shopping.
- To know the underlying reasons that induces to opt for online platform.
- To determine the factors that should be consider by an organization to satisfy the online customers.

VI. DATA ANALYSIS AND INTERPRETATION

S.No	Age Group	Numbers
1	15-25	33
2	26-35	37
3	36-45	15
4	46 to 55	09
5	56 and Above	06

Table No: 1 Demographic analysis

The above Table shows that 33% of respondents' belonged to the age group of 15 to 25, 37% of the respondents' age group is 26-35, and 17% of the respondents' age group is 36-45, and 9% of the respondent's age group is above 46 to 55. we can say that majority of the respondents are in the age group of 15-35 years.

S.No	Gender	Number of Respondents
1	Male	63
2	Female	37

Table No: 2 Classification based on the Gender of the Respondents.

The above Table shows the gender wise classification of the respondents, 63% of the respondents were male, 37 % of the respondents were female. Male respondents will have major impact on the outcome of the study.

S.No	Department	Number Of Respondents	Percentage Of Respondents
1	Below 1 Lakh	18	18.0
2	1 Lakh to 2 Lakh	35	35.0
3	2 Lakh to 5 Lakh	24	24.0
4	5Lakh Above	23	23.0

Table No : 3 Classification based on Annual Income Level

From the above Table it is inferred that majority 35% of the respondents are in the annual income level of 1 Lakh to 2 Lakhs, 24% respondents are in the category of 2 Lakhs to 5 Lakhs, 23% lies in the category of 5 Lakhs and Above and the rest 18% are in the income level of below 1 lakh.

S.No	Occupation	Number Of Respondents	Percentage Of Respondents
1	Student	29	29.0
2	Business	37	37.0
3	Service	15	15.0
4	Professional	19	19.0

Table No: 4 Classification based on the Occupation

The above Table shows that 29% of respondents are students, 37% does their own business, 15% of the respondents are service professional and 19% are professionals. The study has been impacted by the opinions of business people.

S.No	Age Group (Years)	Number Of Respondents	Percentage Of Respondents
1	HSC or Diploma	21	21.0
2	Graduate	37	37.0
3	Post Graduate	15	15.0
4	Others	27	27.0

Table No: 5 Classification based on the Education Level.

The above Table shows that 21% of respondents completed HSC or Diploma, 37% completed graduation, 15% of the respondents are Post Graduates and 27% are professionals and others.

S.No	Frequency	Number of Respondents	Percentage of Respondents
1	Daily	10	10.0
2	Weekly	16	16.0
3	Monthly	41	41.0
4	6 Months	19	19.0
5	Yearly	14	14.0

Table No: 6 Classification based on Buying Frequency of the Respondents.

From the Table it is inferred that 10% of the respondents would purchase daily , 16% of the respondents experience weekly online buying, 41% of the respondents experience monthly, and 19% of the respondents experience

of 6 months and 14% of respondents have the experience of buying it once in a year.

S.No	Income	Number Of Respondents	Percentage Of Respondents
1	Less than 5000	39	39
2	5001 to 1000	35	35
3	10001 to 15000	11	11
4	Above 15000	15	15

Table No: 7 Classification Based on the Amount spent on Purchasing online.

The Table shows that 39% of the respondents spend less than 5000, 35% of the respondents spend 5001-10000, 11% of the respondents spend 10001-15000, 15 % of the respondent’s would spend above 15000.

S.No	Opinion	Number Of Respondents	Percentage Of Respondents
1	Brand 1	34	34.0
2	Brand 2	26	26.0
3	Brand 3	14	14.0
4	Brand 4	15	15.0
5	Brand 5	11	11.0

Table No : 8 Opinion about Online Shopping Websites Visited By the Respondents.

The Table shows that majority 34% of the respondents prefer to visit brand 1 , 26% of the respondents prefer brand 2, 14% of the respondents visit brand 3, 15% of the respondents prefer brand 4, and the rest 11% of the respondents prefer their shopping through brand 5.

S.No	Opinion	Number Of Respondents	Percentage Of Respondents
1	Online Sources	43	43.0
2	Offline Sources	35	35.0
3	Friends	9	9.0
4	Tv Ads	5	5.0
5	Newspapers	8	8.0

Table No : 9 Opinion of the respondents on sources of awareness to visit online

The Table shows that 43% of the respondents said that their major source of information is online services, 35% of the respondents opinion offline, 9% of the respondents are friends, 5% of the respondents TV ads and 8% of the respondents got through newspapers.

S.No	Opinion	Number Of Respondents	Percentage Of Respondents
1	Electronics	23	23.0
2	Mobiles	31	31.0
3	Computer Accessories	12	12.0
4	Men’s Accessories	17	17.0
5	Women’s Accessories	13	13.0
6	Games/Ebooks	04	04.0

Table No: 10 Opinion of the respondents on the type of products purchased.

Above Table 10 reveals that 23% of the respondents purchased Electronic goods via online channels, 31% of the respondents purchased Mobiles via online channels, 17% of the respondents purchased men’s Accessories.

S.No	Opinion	Number Of Respondents	Percentage Of Respondents
1	Strongly Agree	42	42
2	Agree	30	30
3	Neutral	9	9
4	Disagree	6	6
5	Strongly Disagree	13	13

Table No : 11 Opinion about the Choice of Availability of Products.

INFERENCE: The Table shows that 42% of the respondents strongly agree the statement , 30% of the respondents agreed the statement that chance of availability of expected products is good, 9% of the respondents neither agree nor disagree about the point and 6% of the respondents disagree with the same and 13% strongly disagree.

S.No	Opinion	Number Of Respondents	Percentage Of Respondents
1	Time Saving	32	32.0
2	Information Available	16	16.0
4	Less Expensive	14	14.0
5	Best Offers	38	38.0

Table No : 12 Opinion about the Preference of the Respondents to Online Shopping.

32% of the respondents Prefer online shopping for time saving, 16% of the respondents Prefer online shopping for Information Availability, 19% of the respondents Prefer online shopping for Less Stress, 14% of the respondents Prefer online shopping for Less Expensive, 19% of the respondents Prefer online shopping for Best offers.

S.No	Opinion	Number Of Respondents	Percentage Of Respondents
1	Product Rating	19	19.0
2	Product Review	15	15.0
3	Comparison Of Price	32	32.0
4	Friends Suggestions	24	24.0
5	Offline Advice	10	10.0

Table No: 13 Opinion on factors considered before purchasing online.

Above Table 15 reveals that 28% of the respondents consider product rating before Online shopping, 19% of the respondents consider product review before Online shopping, 15% of the respondents consider Advise for offline store before Online shopping, 32% of the respondents consider Comparison of price before Online shopping, 24% of the respondents consider Referred by friends before Online shopping.

S.No	Opinion	Number Of Respondents	Percentage Of Respondents
1	Net Banking	29	29.0
2	Cash On Delivery	34	34.0
3	Debit Card	16	16.0
4	Credit Card	17	17.0

Table No : 14 Opinion about the Mode of Payment.

The Table shows that 34% of the respondents used cash on delievery, 29% of the respondents used net banking, 16% of the respondents used debit card , 17% of the respondents card of credit, and the rest 4% of the respondents used coupons or gift vouchers.

S.No	Opinion	Number Of Respondents	Percentage Of Respondents
1	Ease Of Navigation	19	19.0
2	Accuracy Of Information	15	15.0
3	Quality Of Content	32	32.0
4	Layout/ Design	24	24.0
5	Others	10	10.0

Table No: 15 Opinion on attributes that are good.

It reveals that 19% of the respondents consider ease of navigation, 15% of the respondents consider accuracy of information,32% of the respondents consider Advise look for quality of contnet , 24% of the respondents consider Comparison design and layout ,10% of the respondents

consider other factors that are good about the webiste of Flipkart.

S.No	Opinion	Number Of Respondents	Percentage Of Respondents
1	Strongly Agree	45	45.0
2	Agree	43	43.0
3	Neutral	9	9.0
4	Disagree	3	3.0
5	Strongly Disagree	0	0

Table No : 16 Opinion about the safe and security of online purchase.

The Table shows that 45% of the respondents strongly agree the statement , 43% of the respondents agreed the statement that online purchase is Safe and Secured, 9% of the respondents neither agree nor disagree about the point and 3% of the respondents disagree with the same Products.

S.No	Opinion	Number Of Respondents	Percentage Of Respondents
1	Highly Satisfied	42	42
2	Satisfied	20	20
3	Neutral	19	19
4	Dissatisfied	11	11
5	Highly Dissatisfied	8	8

Table No : 17 Easy to choose and make comparison with other.

The Table shows that 36% of the respondents dissatisfy , 22% of the respondents Highly satisfy this statement, 20% of the respondents are Satisfied that online purchase is easy to compare , 19% of the respondents are neutral about the point and 8% of the respondents Highly Dissatisfied the statement.

S.No	Opinion	Number Of Respondents	Percentage Of Respondents
1	Strongly Agree	27	27.0
2	Agree	37	37.0
3	Neutral	8	8.0
4	Disagree	16	16.0
5	Strongly Disagree	12	12.0

Table No: 18 Opinion that Quality of Information Provided In Online Shopping.

The Table shows that 37% of the respondents are Agree the Statement, 18% of the respondents said stress Neutral , 17% respondents said Strongly Agree the statement that quality information is provided by companies, 16% of the respondents are Disagree and 12% of the respondents said Strongly Disagree.

S.No	Opinion	Number Of Respondents	Percentage Of Respondents
1	Delay In Delievery	11	37.0
2	Damage Condition	9	9
3	Wrong Product Were Sent	3	3.0
4	Others	37	11.0
5	No Such	40	40

Table No: 19 Opinion on problems faced in Online purchase.

Above Table 24 reveals that 22% of the respondents have barriers of safety of payment and low trust level of online store in online shopping, 16% of the respondents have barriers of VAT, customs duty in online shopping, 08% f the respondents have barrier of high shipping cost in online shopping, 36% of the respondent have barrier of delivery too slow in online shopping.

S.No	Opinion	Number Of Respondents	Percentage Of Respondents
1	Highly Satisfied	32	32.0
2	Satisfied	42	42.0
3	Neutral	10	10.0
4	Dissatisfied	6	6.0
5	Highly Dissatisfied	10	10.0

Table No :20 Over All Satisfaction On Online Purchase.

The Table shows that 30% of the respondents are satisfy with over all Training, 40% of the respondents opinion is highly Satisfy, 19% of respondents are neutral, 5% of the respondent dissatisfy with training,6% highly dissatisfy with the Online Shopping.

VII. CHI SQUARE TEST

H0: there is no significance association between Monthly Spending and overall satisfaction Level.

H1: there is significance association between Spending and overall satisfaction Level.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32.111 ^a	12	.321
Likelihood Ratio	37.565	14	.000
Linear-by-Linear Association	28.572	1	.000
N of Valid Cases	100		

INFERENCE: From the above Table it is inferred that the calculated P Value (0.321) which is greater than (0.05),hence, null hypothesis (H0) is accepted and the alternative hypothesis (H1) is rejected. There is a no significant association between the Monthly Spending and over all satisfaction level.

H0: there is no significance association between the age and online shopping is safe and secure.

H1: there is no significance association between the age and online shopping is safe and secure.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32.111 ^a	16	.412
Likelihood Ratio	37.565	23	.000
Linear-by-Linear Association	28.572	1	.000
N of Valid Cases	100		

INFERENCE: From the above Table it is inferred that the calculated P Value (.415) which is higher than (0.05), hence, null hypothesis (H₀) is accepted and the alternative hypothesis (H₁) is rejected. There is a No significant association between the age of the respondents and Online shopping is safe and secure.

VIII. ANALYSIS USING KARL PEARSON’S CORRELATION

A. Age And Spend Time With My Family.

Null hypothesis (H₀): There is no positive relationship between Age and Spend time with my Family.

Alternate hypothesis (H₁): There is a relationship between Age and overall satisfaction.

Symmetric Measures					
		Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Interval by Interval	Pearson's R	.000	.097	-.005	.796 ^c
Ordinal by Ordinal	Spearman Correlation	.006	.099	.064	.804 ^c
N of Valid Cases		100			

INFERENCE: Since the calculated r is .804 indicates that there is a positive relationship between Age and overall satisfaction.

B. Education Level And Online Is Safe And Secure.

Null hypothesis (H₀): There is no positive relationship between Education Level and Online is Safe and Secure.

Alternate hypothesis (H₁): There is no positive relationship between Education Level and Online is Safe and Secure.

Symmetric Measures					
		Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Interval by Interval	Pearson's R	.000	.097	-.005	.726
Ordinal by Ordinal	Spearman Correlation	.006	.099	.064	.842 ^c
N of Valid Cases		100			

INFERENCE: Since r value is 842 it reveals that exists positive relationship between Occupation and online shopping is safe and secure.

C. Findings

- Majority 58% of the respondents are male.
- The higher 50% percentages of the respondents are falling under the category of below 25 – 30 years age group.
- The higher 46% percentage of the respondents is falling under the category of Village area.
- It is disclosed that majority 46% of the respondents are engaged on in students.
- Majority 40% of the respondents are post graduate level.
- Majority 56% of the respondents are belongs to Nuclear family.
- Majority 38% of the respondents are earning the monthly income below Rs.5, 000 only.
- Majority 42% of the respondents get awareness about websites through online advertisement.
- Majority 62% of the respondents purchased Mobiles via online channels.
- Majority 56% of the respondents Prefer online shopping for time saving.

- Majority 52% of the respondents visiting retail store before online shopping.
- Majority 42% of the respondents make purchase on Online Shopping Monthly.
- Majority 54% of the respondents strongly agree with the choice of products available in online shopping.
- Majority 40% of the respondents consider product review before online shopping.
- Majority 54% of the respondents Agree with the detailed information about the products in online shopping.
- Majority 52% of the respondents Agree with the easy to choose and make comparison with other products in online shopping.
- Majority 50% of the respondents agree with the Quality of Information provided in online shopping.
- Majority 50% of the respondents Agree with the Website layout helps in searching the products easily.
- Majority 42% of the respondents Strongly Agree with the Safe and secure with online shopping.
- Majority 76% of the respondents make payment through Cash on delivery in online shopping.

- Majority 76% of the respondent satisfied with online shopping.
- There is a no significant association between the Monthly Spending and over all satisfaction level
- There is a no significant association between the age of the respondents and Online shopping is safe and secure.
- There is positive relationship between Occupation and online shopping is safe and secure.
- There is positive relationship between Age and overall satisfaction.

D. Suggestions

Online Purchase Plays a significant role and places itself as an essential ingredient in the day to day use of consumers. However these companies still have to work a lot in making customers to stay and travel with them to satisfy with the offerings provided by the online shopping companies. With the market becoming more competitive due to the presence of many giants, the success of the companies depends on the sort of offers and customized products offered by these giants. The major factor is that customer expects a small lead time from these online giants and discount offers impact the customers with high satisfaction level. In countries like India with huge masses the companies should every now and then analyze and come up a suitable marketing mix.

Moreover on the other hand customers seek for products that give them value with highest standards and more convenient shopping experience. On the other hand customers are not aware of online frauds which the company should look into. More secured and safety shopping convenience experience is to be assured by the companies.

IX. CONCLUSION

In the current scenario consumers used in order to satisfy their desires and needs are using online shopping as an effective tool. Online shopping mitigates the frustration the customer have to met while using offline visit as the products can be returned or refunded if they didn't find satisfy. The accessibility they get over a million products on a single click ensures that customer is given ranges of choices which in turn enhance their interest and loyalty.

The current study investigated the perception of consumers on online shopping satisfaction. The study reveals that online shopping gives they lot of benefits compared to visiting a retail outlets. Factors like refund options, rebates and discounts influences the consumer to opt for online shopping. Also the lead time taken, safe and secure payment options assures them with safety that then can use online platform. Although there is a threat of frauds, customers believe that this mode of shopping is highly safe and secured. The study reveals that most of the consumers feel that online shopping is a way of delighting themselves and this mode is safe, convenient, cost beneficial and time saving.

REFERENCES

- [1.]C.K.SUNITHA, & Gnanadhas, Edwin. (2014). Online Shopping - An Overview. B-DIGEST. 6. 16-22.
- [2.]Amit, Kumar & Singh, Amit & Sailo, Malsawmi. (2014). Consumer Behavior in Online Shopping: A Study of Aizawl. 1. 45-49.
- [3.]Kuester, Sabine (2012): MKT 301: Strategic Marketing & Marketing in Specific Industry Contexts, University of Mannheim, p. 110.
- [4.]Butler, P. and Peppard, J, (1998), "Consumer purchasing on the internet: Processes and prospects", European Management Journal, vol. 16, no. 5, pp.600-610.
- [5.]P.Oghazi, S.Karlsson, D.Hellström, K. Hjort, " Online purchase return policy leniency and purchase decision: Mediating role of consumer trust." Journal of Retailing and Consumer Services, 41, 190-20,,2018. <https://doi.org/10.1016/j.jretconser.2017.12.007>.
- [6.]I. Erkan, C. Evans, "Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions" Journal of Marketing Communications, 24(6), 617-632, 2018. <https://doi.org/10.1080/13527266.2016.1184706>
- [7.]G. McLean,A. Wilson, "Evolving the online customer experience... is there a role for online customer support? Computers in Human Behavior, 60, 602e610, 2016.
- [8.]C.M. Chiu, T.G.W. Eric, F. Yu-Hui, H. Hsin-Yi, "Understanding customers' repeat purchase intentions in B2C e-commerce: the roles of utilitarian value, hedonic value and perceived risk." Information Systems Journal 24,(1) 85-114. 2014.