CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING AMONG THE YOUNGSTERS

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ABSTRACT

E commerce is growing industry in current fast moving technology era. India has witness the immense growth in past few years in online industry which some where transformed the dispersion of apparel products and affected the way customer search and purchase those products. The emerging operators of online websites have become a global phenomenon and represent a significant percent of global sales. Online intermediaries in industry provides the various options and comparison of products, brand choices, prices and most importantly convenience to the consumer. This research helps us to understand online consumer behaviour and to analyse consumers' motivation and intention to search and buy apparel through online. A descriptive research method was employed to measure the factors toward shopping intention. A sample of 417 respondents have been selected using continence sampling. The result indicates consumers' attitudes and perception were two substantial factors that influenced motivation to book hotel deals online, which in turn, impacted their future intention.

Keywords: E commerce, internet, Consumers behaviour, Online Buying Behaviour, Online hotel booking

INTRODUCTION

Consumer perception applies the concept of sensory perception to marketing and advertising. Just as sensory perception relates to how humans perceive and process sensory stimuli through their five senses, consumer perception pertains to how individuals form opinions about companies and the merchandise they offer through the purchases they make. Merchants apply consumer perception theory to determine how their customers perceive them. They also use consumer perception theory to develop marketing and advertising strategies intended to retain current customers -- and attract new ones.

The revolution of E-Commerce industry boosts the immense growth and potential business opportunities of the online market. The emerging online shopping has become a global phenomenon and represents one third of total global travel sales . According to octane research, Consumers are turning to the internet to take advantage of ease of booking and comparative pricing. 95% of consumers search online before making a travel purchase. Best deals are an important motivation for customers to go online. According to our research 36% consumers make unplanned purchase if offered a discount. Octane Research's Annual Reports (State of e-Marketing India and State of Email Marketing) drives comprehensive analyses which are tailored to meet the requirements of the India Marketer and leverage them with multiple channels to aggregate customers and engagement rich conversions. Since the online agencies provides flexibility and accessibility, it is easy for customer to search and buy products with in a small fraction of time. as a primary tool for booking travel products due to the variety of product offerings, quick price comparisons, time savings and ease of use when requesting services to fulfill their needs (Toh, Raven & De Kay, 2011). Online shopping is not only benefits customers by making travel arrangements easier, it also increases the profits of businesses.

REVIEW OF LITERATURE

- **Karthikeyan Sundarraj (1994)** He made an investigation on consumer behavior and preferences towards apparel. In his study, he tried to understand the lifestyle and consumption pattern of Indian consumers and also to determine the awareness of social responsibility and green fashion among Indian consumers. The study also found that most

of the consumers prefer western clothing and majority of the consumers do not have the awareness of green fashion.

- **Gopinath. R- (1995)** He made a study on men's perceptions on buying decisions for branded t- shirts. In his study he ascertained the t-shirts most preferred by respondents and also to offer suitable suggestions to the single brand showroom franchisees and multi brand shop owners. His study found that only a very few prefer the branded t-shirts and only few of the respondents buy during off-season sale. Therefore retailer has to provide more offers & discounts during off-season sale.

- **Rajagopal- (2012)** He made a study on Consumer Culture and Purchase Intentions towards Fashion Apparel. In his study he has found that the shoppers' perceptions towards fashion apparel in reference to purchase motivations, socio-cultural value, and life-style that mediate the emotions and shopping behavior. Fashion loving consumers typically patronage multi-channel retail outlets, designer brands, and invest time and cost towards an advantageous product search. The study suggests that consumers with sustainable purchase intentions for fashion apparel are motivated to seek benefits of the store and brand specific promotions and prices enhancing their shopping basket. The majority of shoppers rely on store patronage, brand value and building loyalty over time to continue benefits of the store and brand promotions. The shopping motivation, attributes of retailers and customer beliefs influence patronage behavior among shoppers.

- **Namita Rajput & Subodh Kesharwani Akanksha Khanna (2012)** They have made a study on Consumers' Attitude towards Branded Apparels. The objective of their study is to analyze the significance of demographic profile of consumers affecting the purchase decision of branded garments. To observe consumer awareness about different apparel brands available in the Indian market in gender perspective. To find out whether there is a significant difference in total expenditure on branded apparels done by males vis- a - vis females. The results confirm that Indian people have become highly brand conscious presently. Hence, brand image is a not a significant factor in choosing the product or brand to buy. There are other aspects like, quality, comfort, expectations and demographic characteristics are also influence to the purchasing decision that dominate

the purchase decision of males and females. Allen Solly tops the minds of the customers followed by Van Heusen and Raymond which refers to the maximum frequency of recalling the brands. These are the most familiar and favourite brands also among brand aware consumers, specifically in context of India.

- **Shital Vakhariya and Vilas Chopde (2012)** They have made a study on the consumer preference of private labels over national labels in apparel segment of the departmental stores. They tried to investigate consumer brand preference for national versus store brands in Apparel Segment and to study the influence of quality, price, variety, availability and current trend on brand preference for national versus store brands. The study found that the customers felt that quality and advertisement of national brands is better than the store brands while store brands are priced lower than the national brands. They have special preference for a particular store destination for variety of product available, quality, convenient location and discounts & offers. It is also found that the customers are buying apparels anytime without any specific reason.

RESEARCH SIGNIFICANCE

Online shopping has become increasingly popular, due to convenience (and often lower prices). Especially in the holiday season, online shopping saves an individual the hassle of searching several stores and then waiting in long queues to buy a particular item. 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. Without doubt the Internet has influenced our lives deeply in which it plays an indispensable and irreplaceable role. 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.

OBJECTIVE:

- To know the various factors that influences online shopping.
- To study consumerperception towards online shopping.

NEED FOR THE STUDY

➢ This study aims to understand consumer perception developed from knowledge and experience of the brand, and, in turn, its impact on future purchasing decisions.

➢ In addition, it focuses on consumer satifaction of brand experiences, presenting their response to various brand elements.

LIMITATIONS OF THE STUDY

➢ The area of study is limited to Coimbatore city only.

➢ Validity & Reliability of the data obtained depends on the responses from the respondent.

➢ The size of the sample comparing to the population is very less and hence it may not represent whole population.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The research study is descriptive in nature. Describing the characteristics of a particular individual or a group studies concerned with specific descriptive research studies. This study is about the consumer perception towards online shopping.

SAMPLING DESIGN

POPULATION

Here the population is infinite .

SAMPLING TECHNIQUES

Convenience sampling method was used to collect data.

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SAMPLE UNIT

Students of young age are been selected as sample unit.

SAMPLE SIZE

Sample of 417 responses were collected

$$\textbf{Size} = \frac{\textbf{(Range/2)}^2}{\textbf{(Accuracy level/ confidence level)}^2}$$

Confidence level 5% - 1.96

Accuracy level = range X desired level of accuracy

SOURCES OF DATA

The **Primary Data** were collected through questionnaire.

The **Secondary Data** were collected from magazines, journalsand internet.

DATA COLLECTION METHOD

Self constructed Questionnaire was used as an instrument for collecting information from the individuals.

QUESTIONNAIRE

The questionnaire includes both open ended and closed ended questions with multiple choices, Open-ended questions enable wide range of responses, and this enables the respondent to express his views in his own words. However this is difficult to tabulate and analyze.

ANALYSIS, RESULTS AND INTREPRETATION

TABLE 1 SHOWS THE DEMOGRAPHIC PROFILES OF THE RESPONDENTS

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	235	56.4	56.4	56.4
	Female	182	43.6	43.6	100.0
	Total	417	100.0	100.0	
AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 to29 Yrs	253	60.7	60.7	60.7
	30 to39Yrs	148	35.5	35.5	96.2
	40-49Yrs	6	1.4	1.4	97.6
	more than 50Yrs	10	2.4	2.4	100.0
	Total	417	100.0	100.0	
EDUCATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Degree/Professional	322	77.2	77.2	77.2
	Master	89	21.3	21.3	98.6
	Diploma	6	1.4	1.4	100.0
	Total	417	100.0	100.0	
INCOME					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 2 lakhs	216	51.8	51.8	51.8
	6 to 8 lacs	41	9.8	9.8	61.6
	8 to 10lacs	59	14.1	14.1	75.8
	10 and above	22	5.3	5.3	81.1
	2 to 4 lakhs	79	18.9	18.9	100.0
	Total	417	100.0	100.0	

Interpretation

From the above table it is inferred that 56.4 % of the respondents are male and 43.6% of respondents are female.

From the above table it is inferred that 60.7 % of the respondents are belongs to 20-29 years of age group, 35.5% of the respondents are belongs to 30-39 years of age, 2.4% of the

respondents belongs to more than 50 years of age group and 1.4% of respondents are belongs above 40-49years age group.

From the above table it is inferred that 77.2 % of the respondents have completed graduation and 21.3% of respondents have completed post graduation and 1.4% of the respondents had completed diploma as their educational qualification.

From the above table it is inferred that 51.8 % of the respondents has income of less than 2 lakhs per annum, 18.9% of the respondents has income of 2 to 4 lakhs per annum, 14.1% of the respondents has income of up to 8 to 10lacs per annum, 9.8% of respondents are has 6 to 8 lakhs per annum and 5.3% of the respondents has income of 10 lakhs and above.

TABLE 2 SHOWS THE DESCRIPTIVE STATISTICS OF THE ITEMS

Descriptive Statistics					
Items	**N**	**Min**	**Max**	**Mean**	**SD**
Customer friendly website for consumers to easily locate and book travel related products	417	1	5	3.84	1.076
Regular updation of the website with latest and correct information for consumers to make informed decision	417	1	5	3.92	1.037
Prompt response to customers Problems, suggestions, and complaints.	417	1	5	3.72	1.217
Investment in tablet and smartphone apps	417	1	5	3.75	1.157
Advance Technological infrastructure to meet the dynamic consumer demands & fasten business operations	417	1	5	3.70	1.103
Analytical tools to track consumer behavior & transactions	417	1	5	3.74	1.034
Consistent offline and e-media advertising without any blackout periods	417	1	5	3.58	1.271
Business alliance with white label products e.g. hotels, flights, cab, insurance, holiday package	417	1	5	3.60	1.111
Informed reports for forecasting and decision making	417	1	5	3.55	1.060
Interactive feedback between customer and business	417	1	5	3.47	1.135
Consistent Promotion design tailored according to the consumer purchase patterns	417	1	5	3.53	1.067

Innovative payment gateway features to enhance consumer experience & increase business performance	417	1	5	4.06	.860
Improve Process efficiency - streamline the time to develop a custom itinerary	417	1	5	4.00	.926
Improve Process efficiency - The time taken to quote the offering & price	417	1	5	3.95	.994
Engage with exciting content on social media to encourage engagement between travel products and consumers	417	1	5	4.05	1.014
Multi-Channel Marketing	417	1	5	4.12	1.013
Valid N (listwise)	417			3.7	

Interpretation

From the above table it is inferred that the mean value of the statements from which Customer friendly has mean value of 3.84, Regular updation of the website had scored 3.92, Prompt response to customers Problem has mean value of 3.72, Investment in tablet and smartphone apps have scored 3.75, Advance Technological has mean value of 3.7, Analytical tools to track consumer behavior & transaction has mean value 3.74, e-media advertising has 3.58 as mean value, Business alliance with white label products e.g. hotels, flights, cab, insurance, holiday package has mean value of 3.6, Reports for forecasting and decision making has scored 3.55, Feedback between customer and business has mean value of 3.47, Consistent Promotion design has mean value of 3.47, Innovative payment gateway has 3.53 , Improve Process efficiency - time to develop a custom itinerary has 4.06, Improve Process efficiency - The time taken to quote the offering & price has mean value of 4 , Engage with exciting content on social media 4.05 and Multi-Channel Marketing has mean value of 4.12. theover all mean is 3.7 from which it is inferred that their perception towards e commerce was neutral.

Table 3 :Z test between gender of the respondents and their Perception towards the practices of e-commerce

Independent Samples Test				
		t-test for Equality of Means		
		t	df	Sig. (2-tailed)
Customer friendly	Equal variances assumed	1.735	415	.083
	Equal variances not assumed	1.661	309.928	.098
Regular updation of the website	Equal variances assumed	.299	415	.765
	Equal variances not assumed	.287	310.430	.775
Prompt response to customers Problem	Equal variances assumed	-.940	415	.348
	Equal variances not assumed	-.896	301.253	.371
Investment in tablet and smartphone apps	Equal variances assumed	-2.133	415	.034
	Equal variances not assumed	-2.136	391.073	.033
Advance Technological infrastructure	Equal variances assumed	-1.397	415	.163
	Equal variances not assumed	-1.394	386.280	.164
Analytical tools to track consumer behavior & transactions	Equal variances assumed	-3.879	415	.0001
	Equal variances not assumed	-3.886	392.043	.0001
e-media advertising	Equal variances assumed	-1.194	415	.233
	Equal variances not assumed	-1.198	394.201	.232
Business alliance with white label products e.g. hotels, flights, cab, insurance, holiday package	Equal variances assumed	-2.772	415	.006
	Equal variances not assumed	-2.794	399.594	.005
Reports for forecasting and decision	Equal variances	-2.645	415	.008

making	assumed			
	Equal variances not assumed	-2.672	402.209	.008
Feedback between customer and business	Equal variances assumed	-2.622	415	.009
	Equal variances not assumed	-2.638	397.669	.009
Consistent Promotion design	Equal variances assumed	-1.911	415	.057
	Equal variances not assumed	-1.938	406.557	.053
Innovative payment gateway	Equal variances assumed	.358	415	.720
	Equal variances not assumed	.342	306.151	.732
Improve Process efficiency - time to develop a custom itinerary	Equal variances assumed	-.823	415	.411
	Equal variances not assumed	-.800	338.866	.425
Improve Process efficiency - The time taken to quote the offering & price	Equal variances assumed	2.012	415	.045
	Equal variances not assumed	1.908	292.172	.057
Engage with exciting content on social media	Equal variances assumed	.701	415	.484
	Equal variances not assumed	.674	318.185	.501
Multi-Channel Marketing	Equal variances assumed	.207	415	.836
	Equal variances not assumed	.196	292.327	.845

Interpretation

The above table shows the gender of the respondents and perception towards the practices of e-commerce from which it is inferred that there is no significance difference between gender of the respondents and Customer friendly, Regular updation of the website, Prompt response to customers Problem, Advance Technological infrastructure, e-media advertising, Consistent Promotion design, Innovative payment gateway, Improve Process efficiency - time to develop a custom itinerary, Engage with exciting content on social media, and Multi-Channel Marketing since the p value is more than 0.05. hence null hypothesis is accepted .

Also from the above table it is inferred that there is a significance difference between gender of the respondents and Investment in tablet and smartphone apps, Analytical tools to track consumer behavior & transactions, Business alliance with white label products e.g. hotels, flights, cab, insurance, holiday package, Reports for forecasting and decision making, Feedback between customer and business, and Improve Process efficiency - The time taken to quote the offering & price since the p value is less than 0.05. hence null hypothesis is rejected .

SUGGESTION AND CONCLUSION

Online shopping is becoming more popular day-by-day with then increase in the usage of WORLD WIDE WEB known as www. understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. From the above data analysis it can be conclude that consumer buys goods from the online shopping website on the basis of factors like offers and discounts, variety of product available, free home delivery, website user friendliness and The hypothesis framed for the project Consumer Perception towards Online Shopping was Online shopping is beneficial for the consumer.

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. The second most influencing factor is the security of the products, the third most influencing factor on online purchase is Guarantees and Warrantees followed by delivery time and the next most influencing factor is reputation of the company,

privacy of the information and nice description of goods. The study highlights on the easy navigation and access on the internet with people liking for easy to access the online shopping and to be more convenient. The study also reveals that majority of the respondent's buys clothes from flipkart.com which is thus one of the leading online shopping websites in India. On top of that the most products purchased online by the respondents is the books followed by tickets (railway, movie, concerts).

From the above data analysis it can be determined that most of the respondent would agree to buy durable goods online rather than shopping of durable goods with the traditional method. Out of the agreed respondent to buy online durable goods, most of the respondent would think that it would be beneficial to shop durable goods online on the basis of factors like easy to order, variety, discounts/ offers, saves time and avoid long queues. With above analysis we can thus prove the hypothesis to be positive.

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