

Customers Preference Towards Online Shopping

**Mrs. R. Kavitha M.Com., M.B.A., M.Phil.,
Assistant professor of commerce,
SRM Institute for Training and development,
Chennai- 32**

Abstract: Online Shopping has become vital in our daily life activities. The lifestyle of the peoples are different nowadays. Online shopping is a boon as it saves lot of time and energy. Both rural and urban peoples started to buy products in online. Convenience is the major reason for increasing tremendous sales in online shopping. Without stepping out of the house the customer's can purchase, verify lot of products which is available in the market worldwide. Easy payment modes also plays an important role in online shopping. This study attempts to find out the customer's preference towards online shopping. The data was collected from 150 respondents those who are buying products in online shopping. A well structured questionnaire have prepared for collecting data. This research paper aimed to explain customers preferences towards online shopping and the reasons for buying products in online, preferences of products, website preferences and also offers suggestions to the online vendors. Percentage analysis are applied to find out the customer's preference towards online shopping. The findings of this study indicates that Age, Gender, Income, Qualification , area of residence, Family structure are critical factors influencing online shopping

Key words: Online shopping, Customer Preference, Percentage analysis

I. Introduction

Online shopping is the procedure of purchasing goods from the internet .It is medium of direct purchase from the vendors to the customers in real-time , without an intermediary service. Online shopping is the method of purchasing goods and services from vendors who sell on the internet. Since the emergence of worldwide web, merchants have sought to sell their products to people who browse the Internet. Customer's can visit web stores from their homes and shop as they sit in front of the computer/ laptop/ mobile phone. Consumers buy a variety of items from online stores like books, electronic items, men's wear, women's wear, kid's wear, toys, hardware, software and health insurance from a online store. Major reason for online shopping is convenience 24 hours a day, 7 week to assist you with locating, purchasing and shipping your merchandise.

II. Statement of the problem

The study has been carried out on the title , “ A study on customer's preference towards online shopping”. The study will help to understand the reasons for preferring online

shopping, preferred websites among online shopping and the problems faced by the online customers.

III. Review of literature

Dr.M.Rajesh, G.Purusthaman(2013)¹ aimed to find out the customer perception towards online shopping in kanchipuram. They found from the analysis that 60% of the customer's are males, 42.50% customers are in the age group of 25-30 years, 38.10% customers are graduates, 44.40% are employees and 61.90% are single. **Mr.Pratiksinh vaghela(2014)**² in this study aimed to explain the perceptions of the customers towards online shopping and also discriminate this perception gender wise. He found that most of the customers were perceived that online shopping is better option than manual shopping and most of the customers were satisfied with their online shopping transactions. **N Anitha(2015)**³ in her article aimed to found out that the age group of 25-35 respondents are more interested in doing online shopping when compared to others in Chennai. **Mohammed Jamal Uddin, Junazzina sulthana(2015)**⁴ in their research article aimed to measure the attitude of Bangladeshi people towards online shopping. They found that the sample respondents have positive attitude towards online shopping which is mainly due to convenience in terms of less time consuming and hassle free shopping. Age, gender, income, profession/ occupation/ family structure and ICT familiarity are found as critical factors for preferring online shopping. **A.Vasumathi,K.sasiRekha, R.subashini(2016)**⁵ in their research article they found that the students spent pocket money in online shopping was less than Rs.5,000 compared to other respondents with different slab of pocket money. They also found that the number of years of using internet is an important independent variable in predicting the preference towards online shopping. **Avadhash vyas, Dr.Gaurav Bissa(2017)**⁶ in their article aimed to find out the key factors that influence online shopping behavior of consumers and to identify the determinants of online purchase intention among customers. **Vikash ,Vinodkumar(2017)**⁷ in their study investigated to find out the peoples perception towards online shopping and to know whether consumer prefer online shopping or store shopping and why. The researchers found that the customers perceive online shopping with positive frame of mind and show that the emergence of various factors pertaining to online shopping. **Anitha(2017)**⁸ in her study intended to examine the preference of women post graduate students towards online shopping with special reference to Coimbatore city. She found that the students are well aware of online shopping and the online sellers can develop the strategy for student improving promotion. **Prof.Vishal Raut, Prof.Shubhangiwalvekar**⁹ in their paper they investigated whether professions , that is entrepreneurs or working class has any impact on preference for online shopping and to check whether socio economic status and education has any significance towards online

purchase. They found that entrepreneur prefers to buy online in comparison to that of working class customers. **Dr.B.S.Bodla,Ms.pinki saini(2017)**¹⁰ in their article indicated that electronic items are the first preference for online shopping followed by apparels/footwear and e-recharge. They also found that among various e-retailers, flipkart is the top preference followed by Amazon and snapdeal.

IV. Objectives of the study

- (i) To identify the customer's preference towards online shopping
- (ii) To Find out the factors influencing online shopping
- (iii) To find out the problems faced by the customers in online shopping.

V. Hypothesis

Ho: There is no significant relationship between Age, education, Area of Residence, Family structure , monthly income and online shopping preferences.

VI. Research Methodology

The study is an empirical study based on survey conducted from 150 respondents selected by using convenient sampling. Primary data have been collected from the respondents by using a well structured questionnaire and secondary data have been collected through magazines, Journals ,newspapers and internet. Simple percentage analysis and Chi square were used to analyse the collected data

VII. Analysis and Interpretation of data

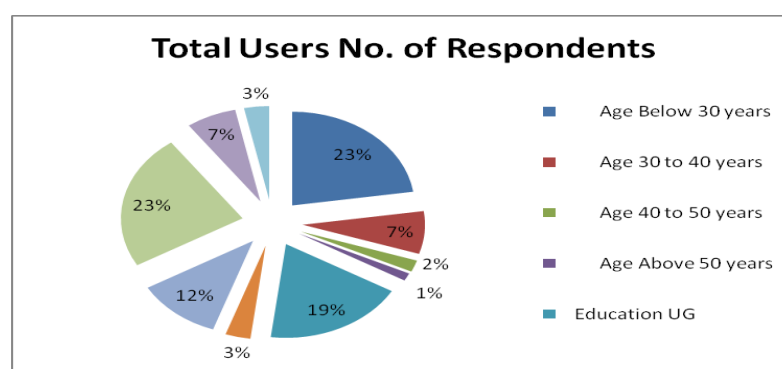
Percentage analysis has been used to analyze the demographic profile of the respondents, Respondent's behaviour regarding internet usage patterns , awareness, sources of awareness product preferences, website preferences and product purchased through online shopping.

I. Simple percentage analysis

Table 1 Demographic profile of the Respondents

Particulars		Total Users	
		No. of Respondents	Percentage(%)
Age	Below 30 years	102	68.00%
	30 to 40 years	33	22.00%
	40 to 50 years	9	6.00%
	Above 50 years	6	4.00%
Education	UG	84	56.00%
	PG	15	10.00%
	Others	51	34.00%

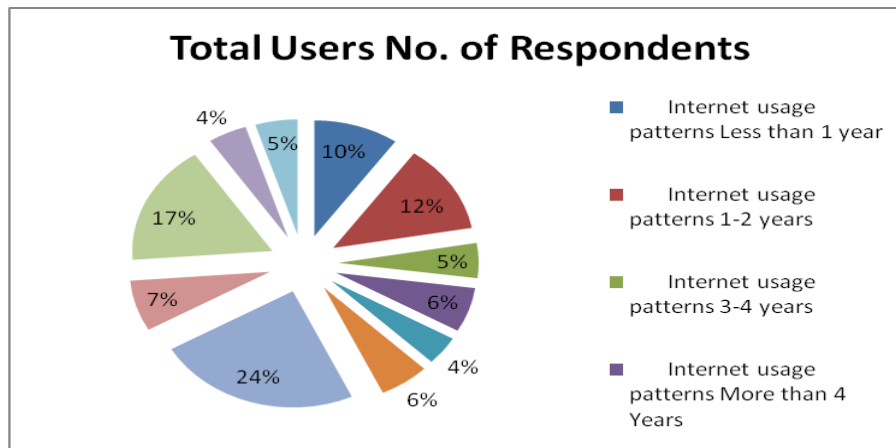
Monthly income	Below Rs.10,000	105	70.00%
	Rs.10,000-Rs.30,000	30	20.00%
	Above Rs.30,000	15	10.00%



From Table 1 it can be inferred that out of 150 respondents 68% belong to the age group of below 30 years, 56% are doing UG degree and 70% of the respondent's monthly income is below Rs.10,000.

Table 2 Respondents Behaviour Regarding Internet Patterns

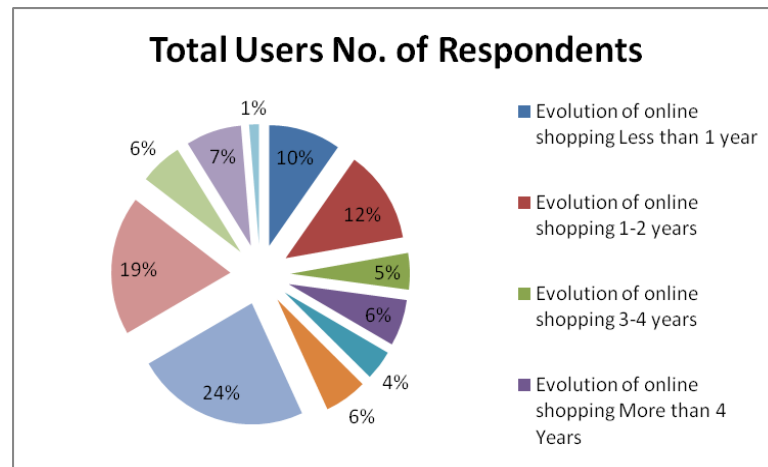
Particulars		Total Users	
		No. of Respondents	Percentage(%)
Internet usage patterns	Less than 1 year	44	29.00%
	1-2 years	56	37.00%
	3-4 years	22	15.00%
	More than 4 Years	28	56.00%
Internet Frequency	2-3 days once	18	12.00%
	Weekly	26	17.00%
	Occasionally	106	71.00%
Device used	Computer	32	21.00%
	Mobile Phone	76	51.00%
	Tablet	20	13.00%
	Laptop	22	15.00%



From Table 2 it is clear that out of 150 respondents, 37% are using internet nearly for 1-2 years, 71% are using internet occasionally, 51% respondents are using mobile phone for accessing.

Table 3 Respondents Online shopping Behaviour

Factors	Options	Total Users	
		No. of Respondents	Percentage(%)
Evolution of online shopping	Less than 1 year	44	29.00%
	1-2 years	56	37.00%
	3-4 years	22	15.00%
	More than 4 Years	28	56.00%
Frequency of online shopping	2-3 days once	18	12.00%
	Weekly	26	17.00%
	Occasionally	106	71.00%
Source of Awareness	Online advertisement	84	56.00%
	Friends	26	17.00%
	TV ads	34	23.00%
	News Papers	6	4.00%



From the Table 3 that out of 150 respondents , 37% of the respondents starts online shopping 1-2 years back, 71% of the respondents shop through online occasionally , 56% of the respondents got awareness of online shopping through online advertisement.

Table. 4 Respondents Awareness and preference regarding online shopping

Awareness			Preference		
Options	No. of Respondents	Percentage (%)	Options	No. of Respondents	Percentage (%)
Flipkart	72	48	Flipkart	76	51
Amazon	68	45	Amazon	88	59
Shop clues	29	19	Shop clues	26	17
Snap deal	12	8	Snap deal	8	5
e-bay	4	3	e-bay	0	0
Home shop 18	4	3	Home shop 18	2	1
Big basket	0	0	Big basket	0	0
Myntra	14	9	Myntra	4	3
Pepperfry	8	5	Pepperfry	0	0
Jabong	0	0	Jabong	0	0

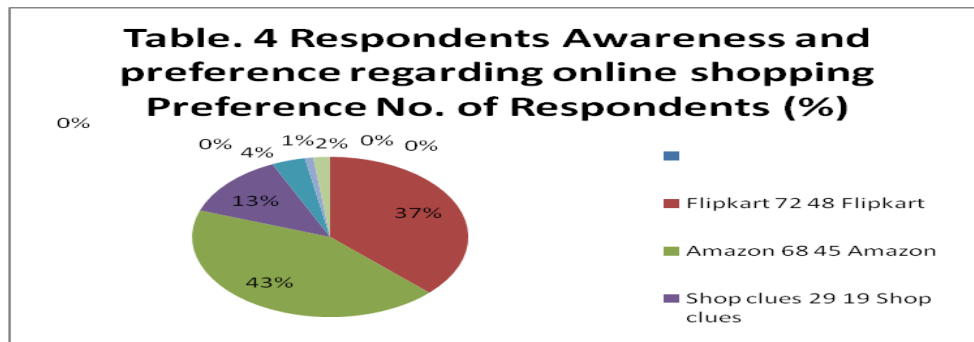
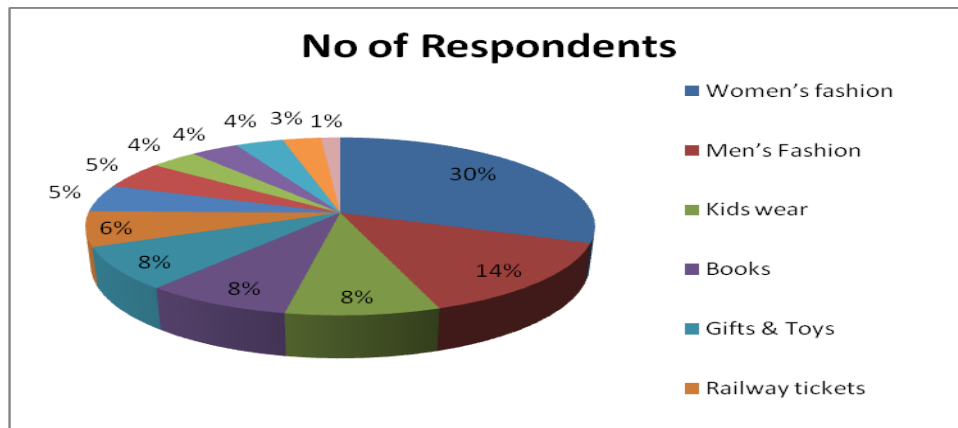


Table 4 shows that, out of 150 respondents, 48% of them are aware of Flipkart, 45% of the respondents are aware of Amazon and 19 of the respondents are aware of shop clues. Regarding preference, 59% of the respondents prefer Amazon and 51% respondents prefer Flipkart.

Table 5 Responses Regarding Product shopped through online shopping

Product	No of Respondents	Percentage(%)
Women’s fashion	86	57.00
Men’s Fashion	40	27.00
Kids wear	24	16.00
Books	23	15.00
Gifts & Toys	22	15.00
Railway tickets	18	12.00
Movie tickets	14	9.00
Kitchen and home appliance	14	9.00
Computer accessories	10	7.00
Sports goods	10	7.00
Home Furnishing	10	7.00
Food and groceries	8	5.00
CD videos / Movies	4	3.00



From Table 5 it can be revealed that out of 150 respondents, 57% of the respondents purchased women's fashion product, 27% of the respondents purchased men's fashion and 24% of the respondents purchased kids wear through online shopping sites.

This research study helps to highlight that the factors influence the online purchase of products. The cost factor is the most important factor that influences online shopping of products. By selling products in online the company should undertake cost saving in a number in a number of way and that savings should pass on the customers in terms of price reduction. In order to attract online shopping the online vendor companies should provide offers and discounts. The next important factor is convenient factor as the customers focus on online shopping as compared to traditional shopping. Customers always looks for proper product information on the websites a secured and safe online payment system and cash on delivery facilities. customers will be attracted towards online shopping for variety of products and quality offered to them. The last factor that influences online shopping is information about the vendor. Proper information about the vendor is also an important consideration. Customer's also look for proper feed back and sales service.

Conclusion

Due to tremendous progress and rapid growth of the internet in India it has become very convenient for products to be sold to the customers online. Many factors influence the customers to prefer online shopping. The most important factor is Price which mainly influences that affects the choice of the customers whether to go online or not. Other factors that Customers also look for is convenience, information about the product, online payment safety, cash on delivery facility. These attract them to prefer online shopping. However customer also seek for variety of products, offers and discounts ,vendors information. Feedback and after sales service is very important to prefer customers to go online shopping.

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