

# CONSUMER OPINION ABOUT ONLINE SHOPPING – A PIVOTAL STUDY

**Dr. L.VENKATESAN**

Assistant Professor in Commerce,  
C. Kandaswami Naidu College for Men,  
Anna Nagar, Chennai (India)

---

## **Abstract:**

The Scope of this research study is ascertaining the consumer opinion about Online shopping in metropolitan area of like Chennai city. Commonly online shopping is a shape of electronic commerce which permits the consumers to honestly buy goods from a seller over an internet. It has developed a great importance in the present business atmosphere. The system helps the customer to purchase the product with and without credit card information. The evolution of online shopping has opened the door of chance to make use and provide a competitive advantage over the firm. In the recent scenario we say those customers are mind blowing while go for an online shopping. They get wide range of a product through online shopping. The survey conducts the surrounding Chennai city 125 samples in different area. The study depicts consumer opinion and attitude on buying the different goods from online market.

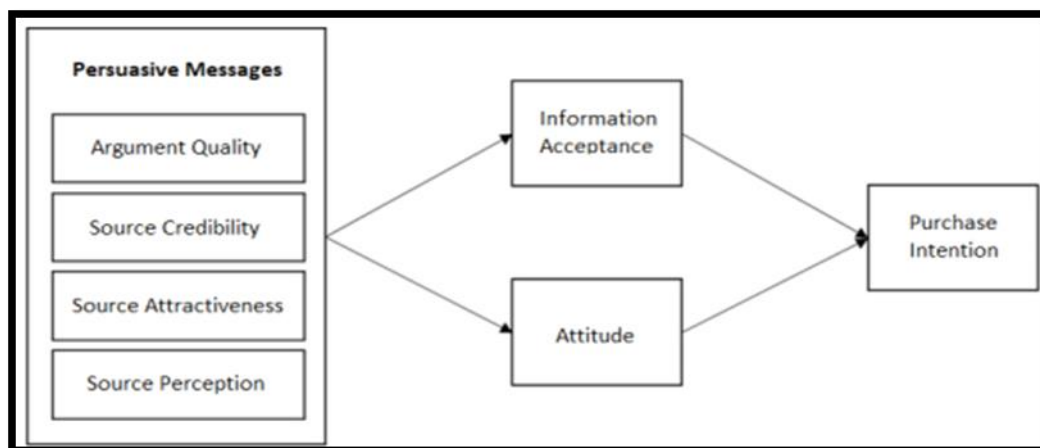
**Key Words: Opinion, Online market, shopping, etc.**

## **Introduction:**

Increasing numbers of people are gravitating towards more intensive use of the Internet as the accessibility of technology, the availability of information, and the ability to interact through the internet increase and evolve. Obvious capabilities of the Internet include avenues for gathering information, purchasing a product, or rendering a service. These advances in Internet technology allow for the expansion of shopping options beyond traditional methods that may be more time consuming. Issues with having to physically gather information with offline shopping methods are alleviated, and customers are better able to efficiently use their time. For instance, instead of having to physically visit different stores to compare prices or rely on circular pamphlets in newspapers, a consumer is able to search and retrieve needed information through the Internet.

The Internet explosion has opened the doors to a new electronic world. Consumers are now able to use the Internet for a variety of purposes such as research, communication, online banking, and even shopping. With such advantages, the Internet is rapidly becoming the main method of communication and of conducting business conveniently. With a growing number of households turning towards the Internet and the world of e-commerce to shop, invest, make payments, and do online banking, new technological advancements will have to come about to make these transactions secure. However, not all consumers are participating in online transactions as part of the Internet boom. As more and more businesses continue to establish an online presence, they are finding that some consumers are still reluctant to shift in that same

direction. For various consumers there are still concerns with security and passing personal data over the Internet.



**Figure No: 1 – Consumer Opinion online Purchasing**

This leaves a large portion of the Internet population as non-participants in online transactions as compared to those who fully complete transactions online and make purchases. Instead, these non-participants may abandon the purchase completely or fulfill the transaction in an offline setting. As such, it is important for online businesses or offline businesses interested in venturing into the online market to understand their consumers' perceptions, online and offline, and what factors influence their shopping decisions. With better understanding of what factors play into consumer decision making in making transactions online or offline, retailers and businesses can be better gear themselves to serving their customers in either of the shopping venues.

### **SIGNIFICANCE OF THE STUDY**

In recent years online shopping has become very popular. The growth of technology has made these a part and parcel of everyday lifestyle. Ling, said that customers can take enjoy online shopping for 24 hour per day. Consumers can purchase any goods and services anytime at everywhere. Online shopping is user friendly compare to in store shopping because consumers can just complete his requirements just with a click of mouse without leaving their home.

### **REVIEW OF LITERATURE**

**Sanjeev Kumar Savita Maan (2014)** Online Shopping is a current phenomenon which has developed a great importance in the modern business environment. The evolution of online shopping has opened the door of opportunity to exploit and provide a competitive advantage over firms. The research aims to provide theoretical contribution in understanding the present status of online shopping and explores the factors that affecting the online shopping. The Study provides insights into consumers' online shopping behaviors and preferences. Moreover, paper also identify the hurdles that customers' face when they want to adopt internet shopping as their main shopping medium. Present study is a descriptive study based on the detailed review of earlier relevant studies related to the various concepts of online shopping to explore the concept of online shopping. Findings reveals that online shopping brings optimum convenience to the consumers. Privacy and

security risk emerges frequently as a reason for being wary about internet shopping. Shopping convenience, immediate possession, information seeking, social interaction, and variety affects the consumer attitude towards online shopping.

**Gagan deep Nagra Gopal R. (2013)** On-line shopping is a recent phenomenon in the field of E Business and is definitely going to be the future of shopping in the world. Most of the companies are running their on-line portals to sell their products/services on-line. Though online shopping is very common outside India, its growth in Indian Market, which is a large and strategic consumer market, is still not in line with the global market.

**Kanwal Gurleen (2012)** India has more than 100 million internet users out of which one half opt for online purchases and the number is rising sharply every year. 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. This paper 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.

**Shanthi R., Desti Kannaiah (2015)** E-commerce is emerging as a great level given that organized retail is still not ubiquitous across the length and breadth of the country with large retail chains making up less than 10% of the market. E-commerce is helping people in smaller towns in India access quality products and services similar to what people in the larger cities have access to. This study highlights student's attitude towards online shopping and their product preference on online shopping. This enable the e-retailers to support their online customer better by developing suitable marketing strategy in order to attract and convert potential customer as an active customers by encouraging them in an efficient way to make a purchase decision.

**Sanjay kumar (2015)** Online Shopping play a great importance in the modern business environment. Online shopping has opened the door of opportunity and advantage to the firms. This paper analyzed the different issue of online shopping. The research aims to provide theoretical contribution in understanding the present status of online shopping. The Study Discuss the consumers' online shopping behaviors. Paper also identifies the problems face by the consumers when they want to accept internet shopping.

## **OBJECTIVES OF THE STUDY**

The objective of the study is given below:

- ✓ To identify the various products purchase by consumers through online shopping.
- ✓ To know the demographic factors how affect consumers preference towards online shopping.
- ✓ To find the consumers awareness and opinion the product and service provide on internet.
- ✓ To know how it provide products and services and satisfies their customer.

Gender of Respondents			
		Frequency	Percent
Valid	Male	96	76.8
	Female	29	23.2
	Total	125	100.0

## SCOPE OF THE STUDY

➤ The study was conducted among the internet users.

- The geographical area covered was Chennai area.
- The study was based on a schedule of Questionnaire.
- The scope of internet shopping.

## SAMPLE SIZE:

Sampling is the method and selecting sample for studying the position of universe in total. The sample size selected for this survey is 125 from public in different area in Chennai town. This sample size is selected on the basis of convenience to administer and by way of judgment. Sample size selected in this people of Chennai. A large sample size would have been unmanageable in terms of time and cost.

## LIMITATIONS OF THE STUDY

- Lack of environment support for the study on the topic.
- Less sample size, as it is just survey with 125 respondents.
- Short time duration, with in such short span of time it is too much difficult to analyse the topic.
- Lack of customer support, while asking the consumer they were behaving rudely and not responding to the questions.

## DATA ANALYSIS AND INTERPRETATION

### Demographic Profile

Age of Respondents			
		Frequency	Percent
Valid	20-25	29	23.2
	25-30	37	29.6
	30-35	37	29.6
	35 and above	22	17.6
	Total	125	100.0

Qualification			
		Frequency	Percent
Valid	Graduation	36	28.8
	Post Graduate	40	32.0

	Professional Courses	29	23.2
	Others	20	16.0
	Total	125	100.0

Income of the Respondent			
		Frequency	Percent
Valid	15000-25000	17	13.6
	25001-35000	46	36.8
	35001- 45000	44	35.2
	Above 45001	18	14.4
	Total	125	100.0

Profession			
		Frequency	Percent
Valid	Private Employee	32	25.6
	Govt Employee	32	25.6
	Business	52	41.6
	Self Employed	9	7.2
	Total	125	100.0

The above tables explain the real nature of respondents' demographic values like Age, Gender, Qualification, and Income of the respondents and their Profession. The each tables depicts of value is the age respondents table is exhibit on 25-30 and 30-35 both age group people in the same ratio and very least age group people is 35 and above of their age. Gender respondents table shows that 77 per cent male group is very high ratio of represented and 23 per cent of female group occupied their role. Qualification of respondents is Post Graduate candidate only major role occupied and other professional have 16 per cent in role in the survey. Income of the respondents are 25,001 to 35,000 of income group people are major role in the survey and 15,000 to 25,000 of income group people is very least level in the survey aspects. Eventually Profession of the respondents are category in four level 41 of the majority of respondents are only Business and very least level of 7 per cent respondents are belonging Self Employed.

### CHI SQUARE MODEL

Ho = There is a significance relationship between income level and Profession

H1 = There is no significance relationship between income level and Profession

Profession * Income of the Respondent Crosstabulation							
			Income of the Respondent				Total
			15000-25000	25001-35000	35001-45000	Above 45001	
Profession	Private Employee	Count	3	10	13	6	32
		% within Profession	9.4%	31.2%	40.6%	18.8%	100.0%

		% within Income of the Respondent	17.6%	21.7%	29.5%	33.3%	25.6%
		% of Total	2.4%	8.0%	10.4%	4.8%	25.6%
	Govt Employee	Count	4	17	8	3	32
		% within Profession	12.5%	53.1%	25.0%	9.4%	100.0%
		% within Income of the Respondent	23.5%	37.0%	18.2%	16.7%	25.6%
		% of Total	3.2%	13.6%	6.4%	2.4%	25.6%
		Count	8	15	21	8	52
	Business	% within Profession	15.4%	28.8%	40.4%	15.4%	100.0%
		% within Income of the Respondent	47.1%	32.6%	47.7%	44.4%	41.6%
		% of Total	6.4%	12.0%	16.8%	6.4%	41.6%
		Count	2	4	2	1	9
	Self Employed	% within Profession	22.2%	44.4%	22.2%	11.1%	100.0%
		% within Income of the Respondent	11.8%	8.7%	4.5%	5.6%	7.2%
		% of Total	1.6%	3.2%	1.6%	0.8%	7.2%
		Count	17	46	44	18	125
	Total	% within Profession	13.6%	36.8%	35.2%	14.4%	100.0%
% within Income of the Respondent		100.0%	100.0%	100.0%	100.0%	100.0%	
% of Total		13.6%	36.8%	35.2%	14.4%	100.0%	
Count		17	46	44	18	125	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.810 <sup>a</sup>	9	.553
Likelihood Ratio	7.763	9	.558
Linear-by-Linear Association	.750	1	.386
N of Valid Cases	125		

The above table inferred that the table value less than the calculate value like 0.05 is significance value less than the table value is 0.386. Hence the null hypothesis is rejected and Alternative hypothesis is accepted. So there is no significance relationship between Occupation and Profession.

### REGRESSION MODEL

There is a Significance Relationship between Websites Have You Frequently Visited and Best Payment Method

#### SUMMARY OUTPUT

##### Regression Statistics

Multiple R	0.09537
R Square	0.009095
Adjusted R Square	0.000973
Standard Error	0.905726
Observations	124

## ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	0.918639	0.918639	1.119829	0.292046
Residual	122	100.0814	0.820339		
Total	123	101			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.642469	0.157293	16.79967	1.58E-33	2.331092	2.953846	2.331092	2.953846
1	-0.07066	0.066777	-1.05822	0.292046	-0.20286	0.061527	-0.20286	0.061527

The table referred that there is no significance relationship between Profession and Frequency of purchase through online domain, because the table value is less than the calculate value. P value 0.0158. So, there is no significance relationship between both variable.

## FINDINGS, SUGGESTION AND CONCLUSION

### Findings:

- ✓ The above tables explain the real nature of respondents' demographic values like Age, Gender, Qualification, and Income of the respondents and their Profession.
- ✓ The each tables depicts of value is the age respondents table is exhibit on 25-30 and 30-35 both age group people in the same ratio and very least age group people is 35 and above of their age.
- ✓ Gender respondents table shows that 77 per cent male group is very high ratio of represented and 23 per cent of female group occupied their role.
- ✓ Qualification of respondents is Post Graduate candidate only major role occupied and other professional have 16 per cent in role in the survey.
- ✓ Income of the respondents are 25,001 to 35,000 of income group people are major role in the survey and 15,000 to 25,000 of income group people is very least level in the survey aspects.
- ✓ Eventually Profession of the respondents are category in four level 41 of the majority of respondents are only Business and very least level of 7 per cent respondents are belonging Self Employed.
- ✓ The table inferred that the table value less than the calculate value like 0.05 is significance value less than the table value is 0.386. Hence the null hypothesis is rejected and Alternative hypothesis is accepted. So there is no significance relationship between Occupation and Profession.



- ✓ The table referred that there is no significance relationship between Profession and Frequency of purchase through online domain, because the table value is less than the calculate value. P value 0.0158. So, there is no significance relationship between both variable.

### **Suggestion**

- ✓ Suggest that the companies should strength its distribution channel Amazon.
- ✓ The companies should make use of more advertisement like TV, display at various outlets, hoardings etc. that are very useful to increase the awareness regarding the product.
- ✓ The companies should come up with new type of scheme which attract more no of people towards their product.
- ✓ The feedback of the customer should be collect regularly so that the companies can come to know that were they are standing.
- ✓ Design some attractive scheme for customer, which can differentiate from competitors and interesting for customer there by it builds a good image of the company.

### **Conclusion:**

- ✓ With the discussion of the above it is clear that most of the consumers want to purchase the product from online.
- ✓ Online shopping has become increasingly popular, due to convenience and often low prices.
- ✓ It is more popular day by day with then increase in the usage of World Wide Web known as w.w.w.
- ✓ From the above data analysis it can be determined that most of the respondents would agree the speed of delivery of online shopping.
- ✓ From the above data analysis it can be determined that most of the respondents would agree to buy durable goods online rather than shopping of durable goods with the traditional method.
- ✓ Most of the respondents are feeling secure when shopping on the internet.
- ✓ From the above data analysis it can be conclude that consumer can buy goods from the online shopping websites on the basis of factors like more convenience, time saving, low price, and variety of products available & free home delivery. From this project we can conclude that online shopping is more beneficial for the consumer.

### **Reference:**

1. Arika Riaz, Saravanan Raman (2015) the emerging trend of online shopping, International journal of accounting business and management, Vol.1, Issue April 2015.
2. Mohammad Hossein Moshref Javadi et al (2012) An analysis of factors affecting on online shopping behaviour of consumer, International journal of marketing studies, Vol.4, Issue.2012.
3. Chuleeporn Changchit (2006) Consumer perception towards online shopping, Vol.4, Issue2, 2006.



4. Sanjeev Kumar Savita Maan (2014) Status and scope of online shopping an interactive analysis through literature review, International journal of advance research in computer science and management studies, Vol. 2, Issue 12, December.
5. Gagan deep Nagra Gopal R. (2013) An study of factors affecting on online shopping behaviour of consumer, International journal of scientific and research publications, Vol.3, Issue June 2013.
6. Umair Cheema Muhammad Rizwan Rizwan Jalal Faiza Durrani Nawalshahi et al ( 21<sup>st</sup> CENTURY) The trend of online shopping in 21<sup>st</sup> century impart of enjoyment in tam model, Asian journal of empirical research.
7. Kanwal Gurleen (2012) Consumer perception towards online shopping, International journal of management and information technology, Vol.1, Issue may 22.
8. Shanthi R., Desti Kannaiah (2015) Consumer perception on online shopping, Journal of marketing and consumer research, Vol.13, Issue 2015.
9. Sanjay kumar (2015) Online shopping , National conference on innovation trend in computer science engineering, Issue 4<sup>th</sup> April 2015

**Website:**

1. <https://en.wikipedia.org/wiki/Amazon.com>
2. <https://en.wikipedia.org/wiki/Flipkart.com>
3. <https://en.wikipedia.org/wiki/Snapdeal.com>
4. [www.slideshare.com](http://www.slideshare.com)