

# CONSUMER PERCEPTION AND ATTITUDES TOWARDS THE PRACTICE OF ONLINE SHOPPING (In Coimbatore Context)

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**Abstract:** This research study explores the complex realm of consumer perception and attitudes towards online shopping, a trend that is transforming the retail industry worldwide. As E-commerce platforms continue to thrive, it is crucial for businesses to grasp how consumers perceive and interact with online shopping. Despite numerous visits to online shops, many potential customers hesitate to make a purchase. To convert these prospects into actual customers, marketers must examine the factors that influence their decision to shop online and their overall attitude towards online shopping. This research stands out by specifically investigating consumers' perceptions and expectations when it comes to online shopping

**Keywords:** Consumer perception, Attitudes, Online shopping.

## I. INTRODUCTION

A significant number of potential customers hesitate to make purchases even after visiting multiple online shops. To effectively convert these prospects into actual customers, marketers need to thoroughly examine the factors that influence their decision to shop online and their overall attitude towards online shopping. In today's society, online shopping has experienced a surge in popularity due to the increasing technological literacy and comfort level of individuals when it comes to using the internet. This research stands out by specifically delving into consumers' perceptions and expectations regarding online shopping.

The advent of technology has revolutionized the way consumers shop. Nowadays, people have access to a wide range of products and services, and can conveniently browse, compare prices, read reviews, and make purchases without leaving their homes or using their mobile devices. This significant shift in shopping habits has not only transformed the retail industry, but it has also influenced the way consumers behave and what they prefer.

Understanding consumer behaviour in online shopping involves examining the central constructs of perception and attitude. Consumer perceptions of online shopping encompass a wide range of factors, including convenience, trust, security, ease of use, and overall shopping experience. These perceptions are closely linked to the attitudes consumers develop towards online shopping, which subsequently influence their purchasing decisions and brand loyalty

## II. OBJECTIVES OF THE STUDY

- To understand the consumer perception towards online shopping
- To determine the key factors, impact on consumer perceptions and attitudes
- The study's results suggestions for improve the online shopping experience

## III. LITERATURE SURVEY

**Baofu, Wu,et.al (2014)** - Analyses conducted identified five main factors that influence shoppers' perceptions of online shopping. It is believed that shopper behavior is closely linked to applied discipline, as certain choices significantly impact their behavior or anticipated actions. The application of this knowledge can be observed from both individual and societal perspectives. [1] **Kowsalya, Et.al (2015)** - Studies the majority of respondents expressed a preference for Cash on Delivery as their payment mode of choice. This preference stems from the necessity of having a bank account and concerns over sharing personal details when making online payments [2] **Rajayogan,et.al (2019)**-Founds Despite the widespread adoption of the internet by consumers, it remains essential for them to have digital literacy in order to

effectively use advanced technologies for their convenience[3] Ranjith Somasundaram, Et.al- examines The sample consisted of customers from the Kochi region in Kerala, India. Data analysis was conducted using IBM SPSS 23, employing factor analysis and chi-square tests. The findings successfully established a link between age and online purchase behaviour, while also identifying crucial factors that influence online purchases, such as product variety and payment options[4] Sailaja(2022)-Highlights a significant number of customers have experience with online shopping. While customers generally perceive online shopping as a favourable choice over traditional shopping methods, they still harbor certain beliefs. Some of these beliefs include the notion that online shopping can be costly and that there may be delays in product delivery and service[5]Taruna(2017) - suggests online promotions have the ability to stimulate impulsive behavior in the audience by utilizing visuals and information. It is crucial for companies to take advantage of this internet feature by incorporating coloured pictures and images of their products [6] Thaker,et.al (2022) - In future research, a comparative study could be conducted to examine the differences between products available for purchase online versus in offline stores. Additionally, studies could be undertaken to investigate the perspectives of sellers and marketers regarding online and offline shopping modes, specifically focusing on particular regions [7] Vanishree (2012) – concludes it is essential for companies to ensure that all aspects of their website are kept current. This includes regularly updating their blog with fresh content, showcasing new and popular products, and consistently refreshing their offerings to introduce new items for customers to explore [8] Yan Xue (2020) – studies Consumers view shopping as a pleasurable activity. Therefore, it is crucial for offline businesses to place greater emphasis on enhancing the overall shopping experience for customers. Merchants can achieve this by organizing suitable offline activities, providing guidance or exclusive offers, and utilizing tools like AI-powered virtual try-on systems to enrich the in-store shopping experience [9]

**IV. RESEARCH GAP**

The ongoing progress of technology, including advancements such as AI-driven personalization, augmented reality, and virtual reality, has created a gap in research surrounding the influence of these technologies on consumer perceptions and attitudes ,so this indents to examine this research

**V. METHODOLOGY**

**Sampling Technique**-The samples were preferred from the customers of the online shopping. Convenient Random Sampling method is followed for 500 respondents.

**Sample Size**-The study covered a sample of 500 respondents. Out of which 250 respondents are Online Buyers and 250 respondents are Non-online buyers

**Period of the Study**-The study covers the period of four years November 2016- November 2021

**Data Collection**-Primary sources collected through structured questionnaire form respondents and secondary sources access from official websites and online platforms.

**Tools to be analysed** -On-way Anova , Average Factor Analysis

**TABLE-1  
EDUCATIONAL QUALIFICATION AND LEVEL OF AWARENESS OF ONLINE SHOPPING**

Level of Awareness	School Level	Higher Education Level	Professional Level	Others	F Value	P Value	Sig
Discounts and Offers	2.76 (.450)	2.50 (.512)	2.68 (.469)	2.71 (.488)	2.759	.042	*
Mode of Payment	2.77 (.434)	2.50 (.512)	2.68 (.482)	2.71 (.488)	2.924	.033	*
Variety of products offered	2.75 (.453)	2.45 (.596)	2.64 (.547)	2.71 (.488)	3.350	.019	**
Guarantee and Warrantee offered for the product	2.70 (.480)	2.55 (.596)	2.67 (.511)	2.71 (.488)	.669	.572	
Availability of money	2.65 (.508)	2.68 (.477)	2.61 (.577)	2.71 (.488)	11.349	.001	**
Bank policy on online shopping	2.66 (.504)	2.59 (.590)	2.67 (.518)	2.71 (.488)	.194	.901	

Procedure for returning products	2.68 (.505)	2.59 (.590)	2.62 (.561)	2.57 (.787)	1.697	.044	*
Procedure to make purchase	2.72 (.492)	2.45 (.596)	2.66 (.579)	2.71 (.488)	1.744	.157	
Awareness about terms and condition of online shopping	2.74 (.483)	2.64 (.492)	2.71 (.561)	2.71 (.488)	.276	.002	**
Procedure for cancelling orders	2.72 (.499)	2.68 (.477)	2.71 (.547)	2.29 (.756)	1.562	.008	**
<b>1. The value within bracket refers to SD</b> <b>2. ** denotes significant at 1% level</b> <b>3. * denotes significant at 5% level</b>							

It was found from the Anova results, there is a relationship between educational qualification and level of awareness about the online shopping, in the case of variety of products, availability of money, awareness about terms and condition of online shopping and procedure for cancelling orders of the sample were since at 1% level of significance (i.e  $P < 0.01$ ) and also found that discount and offers, mode of payment and procedure for returning products were significant at 5% level of significance (i.e  $P < 0.05$ ). Hence, the null hypothesis, there is no relationship between educational qualification and level of awareness about the online shopping was rejected and alternative, there is relationship between educational qualification and level of awareness the online shopping. It can be concluded that there is a significant relationship educational qualification and level of awareness about the online shopping

**TABLE-2**  
**Average Score Analysis – Personal Factors and level of awareness of online shopping**

Personal Factors		A1	A2	A3	A4	A5	A6	A7	A8	A9	A10
Gender	Male	4.02	4.37	3.99	4.12	4.21	2.92	2.42	3.05	2.99	2.18
	Female	3.59	4.1	3.99	3.92	4.16	2.76	2.99	3.06	2.75	2.49
Marital Status	Married	3.7	4.14	3.99	3.91	4.09	2.85	2.8	3.05	2.71	2.55
	Unmarried	3.93	4.4	3.98	4.25	4.41	2.75	2.64	3.07	3.21	1.89
Age	<18 years	3.5	4.38	3.67	4.01	4.28	2.54	2.86	2.88	2.91	2.19
	19 -29 Years	4.14	4.11	3.98	4.03	4.35	2.79	2.47	3.14	3.03	2.11
	30 – 40 Years	3.67	4.51	4.32	4.26	4.07	2.81	2.7	2.91	2.68	2.21
	41 -50 Years	3.37	3.4	3.95	3.41	3.98	3.47	3.46	3.33	2.46	3.23
	> 50 Years	4.4	4.97	3.49	4.26	4.2	2.17	2.14	3.17	3.66	2.31
Educational Qualification	No Formal Education	3.79	4.38	4.03	4.17	4.22	2.66	2.59	3	3.06	2.1
	School level	3.66	4.11	4.26	4.09	4.07	2.71	2.84	3.01	2.75	2.16
	Primary Level	3.66	4.51	4.1	3.93	4.19	2.95	2.89	3.2	2.59	2.69
	Professionals	4.18	3.4	2.95	3.86	4.36	2.23	2.45	2.59	3.36	2.82
	Others	5	4.38	1.91	3.27	4.55	3.27	1.36	2.27	5	1.36
Occupation	Employee	3.64	4.71	4.09	4.41	4.13	2.61	2.64	2.81	2.44	2.2
	Business Person	3.66	4.11	4.26	4.09	4.07	2.71	2.84	3.01	2.75	2.16
	Self Employee	4.4	4.97	3.49	4.26	4.2	2.17	2.14	3.17	3.66	2.31
	Home Maker	3.79	4.38	4.03	4.17	4.22	2.66	2.59	3	3.06	2.1
	Student	3.59	4.1	3.99	3.92	4.16	2.76	2.99	3.06	2.75	2.49
	Agriculturist	3.67	4.51	4.32	4.26	4.07	2.81	2.7	2.91	2.68	2.21
Type of Family	Nuclear Family	3.58	4.12	4.01	3.93	4.12	3.04	2.99	3.04	2.72	2.57
	Joint Family	4	4.33	3.95	4.09	4.26	2.57	2.47	3.08	3.01	2.11
Family Monthly Income	Below 15000	4.13	4.82	3.66	4.31	4.24	2.74	2.32	3.06	3.47	1.89
	15001-30000	3.87	4.55	3.68	4.3	4.17	2.16	2.29	2.69	2.95	1.96
	30001-50000	3.73	3.64	4.16	3.55	4.22	3.33	3.21	3.39	2.73	2.81
	50001-80000	3.51	4.14	4.15	4	4.04	3.16	3.02	3.03	2.62	2.62
	Above 80000	3.71	4.45	4.16	4.22	4.23	2.47	2.56	2.97	2.71	2.12
	Below 5000	4.12	5.14	4.3	4.68	4.33	2.25	1.77	2.46	3.4	1.81

Monthly Expenditure	5001-10000	4.21	4.99	4.32	4.72	4.32	2.33	1.88	3.03	3.05	1.44
	10001-20000	3.62	3.62	3.57	3.72	4.18	2.81	3.26	3.15	2.85	2.7
	20001-30000	3.3	3.59	4.02	3.25	3.98	3.72	3.59	3.33	2.4	3.21
	Above 30000	3.87	5.33	4.07	4.27	4	2.2	2	2.4	2.67	2
No of family members	< 4 members	4.23	4.56	3.68	4.22	4.18	2.41	2.29	2.81	3.2	1.96
	4-6 members	4.03	4.79	4.26	4.87	4.34	2.72	2.16	3.15	3.31	1.9
	> 7 members	3.56	3.87	4.1	3.69	4.15	3.07	3.04	3.18	2.6	2.68
No of earning members	One	3.82	5.05	4.14	4.83	4.36	2.06	2.33	2.67	3.36	1.45
	Two	3.63	3.96	4.03	3.75	4.06	3.12	3.01	3.14	2.58	2.66
	Three	4.21	4.07	3.63	3.89	4.36	2.74	2.4	3.23	3.21	2.42
	>3	4	3	3	3	5	3	2	4	2	4
Area of Residence	Urban	4.12	4.54	3.64	3.97	4.39	2.55	2.13	2.76	3.29	1.79
	Semi –Urban	4.08	3.96	4.05	4.03	4.38	2.83	2.5	3.38	3.31	2.37
	Rural	3.64	4.71	4.09	4.41	4.13	2.61	2.64	2.81	2.44	2.2

It is found from the table that irrespective of the personal factors, the majority of the respondents are highly aware of discounts and offers and variety of products followed by mode of payment, guarantee and warranty offered for the product, availability of money, bank policy on online shopping, procedure for returning products, procedure for returning products, procedure to make purchase, awareness about terms and condition of online shopping and procedure for cancelling orders.

It is concluded that irrespective of the personal factors considered, majority of the respondents are highly aware of discount and offers and variety of products among awareness towards online shopping.

## VI. SUGGESTIONS

- To compare consumer perceptions and attitudes towards online shopping across different cultures and regions. This comparative analysis can uncover how cultural factors shape consumer behavior in relation to online shopping.
- A psychological profiling study can be conducted it would delve into the underlying motivations, beliefs, and emotions that influence consumer behavior in the online shopping
- To observe the impact of ratings and reviews - Assess how consumer-generated product reviews and ratings influence trust and purchase decisions in online shopping

## VII. CONCLUSIONS

This research offers a thorough understanding of how consumers view and interact with online shopping. It sheds light on the variables that affect their attitudes and perceptions, the obstacles and enablers they run into, and the shifting face of the online market.

For businesses, decision-makers, and other stakeholders attempting to navigate the constantly evolving world of online shopping, the insights from this research provide helpful advice.

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