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Consumer Perception And Awareness Towards Online Shoppingin  
Nagapptinam District

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### INTRODUCTION

Online shopping is the use of electronic means to carryout buying over the internet at any given time. An online shop is where purchasing of goods and services is done directly with consumers/client is known as Business to Consumer (B2C) online shopping. On the other hand, the Business to Business (B2B) online shopping takes place when a business buys from another business. Before now, while emphasis of a business turnover was about durable good on the internet, today nearly every product or even service can be bought and sold via the internet. The internet, which is seen as a new marketing channel presents a different and unique shopping environment for consumers, provides a different shopping platform by which customers can shop without having to visit the stores which can be very exhausting.

### STATEMENT OF THE PROBLEM

Basically, it is important to investigate that the motivation behind consumer purchase is equally important to find about the consumers perception and behavior towards online buying because consumer perception towards purchasing online is a conspicuous factor affecting the actual buying behavior. One of the researches is to work on factors that influence customers to buy online have decided to study four factors such as convenience, time saving, Website features and security. And along with this the study for out of stock on highly discounted items also will be done.

### OBJECTIVES OF THE STUDY

- To understand the buying behaviour towards the consumers in online shopping.
- To analyse the awareness of consumers in online shopping.
- To offer suitable suggestions based on the findings

## METHODOLOGY

In this study both primary and secondary data has been used for the purpose of collecting data. The primary data have been collected through the well structured questionnaire. In order to understand the brand preference of the consumers among wrist watches, 100 samples were selected as a sample in Nagapattinam by adopting convenient sampling method. The secondary data have been collected from various published literature like text books, magazines, newspapers and websites. Data has been analysed using percentage and interpreted for meaning inferences.

## LIMITATIONS OF THE STUDY

The study is subject to the following limitations.

- ❖ The study area is confined only to Nagapattinam
- ❖ The study of sample size is restricted to only 100 respondents due to time constraints.

### Gender wise classification of Respondents

Factors	No. of Respondents	Percentage
Male	58	58%
Female	42	42%
Total	100	100%

Source: Primary Data

From the above table shows that 58% of the respondents are belongs to the male category and 42% of the respondents are female category.

### Age wise classification of the Respondents

Factors	No. of Respondents	Percentage
Upto 25 years	42	42
26 to 35 years	30	30
36 to 45 years	23	23
Above 45 years	5	5
Total	100	100

Source: Primary Data

From the table depicts that out of 80 respondents, 42% belonged to age category of upto 25 years, 30% belonged to the age category of 26 to 55 years, 23% of customer belonged to the age category of 36 to 45 years and the rest of 5% pertaining to the age category of above 45 years.

### Education wise classification of the Respondents

Factors	No. of Respondents	Percentage
Upto school level	15	15%
Graduate	40	40%
Post Graduate	25	25%
Professional	13	13%
Others	7	7%
Total	100	100%

Source: Primary Data

From the table, it can be inferred that 40% of the respondents are graduate, 25% of the respondents are completed their post graduate degree, 15% of the respondents are professional people, 15% of the respondents are come under the category of upto school level education and the remaining 7% representing the other, which includes diploma certificate programming, etc.,

### Marital status of Respondents

Factors	No. of Respondents	Percentage
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Married	28	28%
Unmarried	72	72%
Total	100	100%

Source: Primary Data

From the table, it was noticed that 72% of the respondents are unmarried and the remaining 28% are got married.

#### Occupation wise classification of the Respondents

Factors	No. of Respondents	Percentage
Employees	35	35%
Profession	12	12%
Business	20	20%
Agriculturist	5	5%
Others	28	28%
Total	100	100%

Source: Primary Data

From the table we came to know that 35% of the respondents were salaried employees, 27% were comes under other category, which includes students, house wife, etc., 20% were doing their own business, 12% of respondents were professionals and 5% of respondents were agriculturalist.

#### Monthly Income of the Respondents

Factors	No. of Respondents	Percentage
Upto Rs.10,000	38	38
Rs.10,001 to Rs.20,000	35	35
Rs.20,001 to Rs.30,000	18	18
More than Rs.30,000	9	9
Total	100	100

Source: Primary Data

From the table portrays that out of 100 respondents, 38 belonged to the category of upto Rs.10,000, 35 respondents belonged to the category of Rs.10,001 to Rs.20,000, 18 respondents belonged to the category of Rs.20,001 to Rs.30,000 and 9 customer belonged to the category of more than Rs.30,000.

#### Source of Information

Factors	No. of Respondents	Percentage
Advertisement	30	30%
Friends & Relatives	68	68%
Dealers / Retailers	02	2%
Total	100	100%

Source: Primary Data

From the table illustrate the source of information from where they got information about the online shopping they have purchased. 68% of the respondents said they got information from the friends and relatives, 30% got information through advertisement and rest 2% got information forever dealers/relatives.

#### Awareness about Online shopping

	No. of Respondents	Percentage (%)
Yes	91	91
No	9	9
Total	100	100

Source: Primary Data

From the table clearly shows the awareness about Online shopping, it clearly depicts 91% of the respondents are aware about the Online shopping like product quality, quantity, loyalty, etc. and the rest were not aware about the Online shopping.

**Medium preferred for Online shopping**

	No. of Respondents	Percentage (%)
Mobile phone	51	51
IPad	06	06
PC	31	31
Tablets	12	12
Total	100	100

Source: Primary Data

From the table reveals that the medium which is convenient to shopping in online, out of 100 sample respondents, majority of the respondents preferred to use through mobiles(51), followed by 31 respondents are preferred to use by computer or laptops, followed by 24 respondents are used through tablets and only 12 respondents are used through IPads

**Factors influence to buy online**

	No. of Respondents	Percentage (%)
Cheaper Price	25	25
Convenient	16	16
Time Savings	14	14
Offers & Cashbacks	10	10
Product comparison	12	12
Availability	23	23
Total	100	100

Source: Primary Data

From the table reveals that the factors that motivate the buyer to buy product through Online shopping, it can be inferred that majority of the felt that price is the motivating factor to buy product from Online shopping, followed by 23% of the respondents felt availability of the product is the factor influenced to buy through online, followed by 16% are convenient to shopping, 14% are influenced by time saving, 12% of the respondents are influenced by easy way to comparing the products and only 10% of the respondents are influence by offers and cashbacks given during festival times and off seasons.

It depicts from the table majority of the respondents influenced by price of the product.

**Findings**

- It is understood from the above analysis that most of the respondents taken in to study are male.
- This analysis clearly reveals the most of the sample respondents i.e., 45% are representing the age category of 26 to 35 years.
- This analysis clearly indicates that all the respondents considered for the study are literate.
- This reveals that a vast majority of the respondents are taken for the study is unmarried.
- It clears that the maximum number of respondents taken under study were employees.
- This analysis reveals that most of the respondent's monthly income was between upto Rs.10,000.
- This analysis clearly exhibits that majority of the sample respondents (i.e., 40%) said that the purchase decision was taken collectively by all members of the family.
- It depicts from the table majority of the respondents influenced by price of the product.

**Suggestions**

1. To increase the online shopping behavior in the Nagapattinam area, more advertisement can be conducted through various media. Such as facebook, Newspaper, Television, etc.

2. It is also suggested that online store may offer customer an e-wallet which transfer balance from customer online bank account to the store payment system. This may help seller to gain more sales from these who want to buy online service but do not have credit card or do not want to use their credit card online.
3. The online marketers should deliver right colour, quality and quantity product order by the consumers'. It will improve the customer satisfaction in order to increase online trading.

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