

Consumer Response and Perception Towards Online Shopping in Thanjavur District of Tamil Nadu

Mrs. A. VICTORIA SUBHA,

Guest Lecturer in Commerce, K.N. Govt. Arts College for Women, (Autonomous), Thanjavur District, Tamil Nadu, India.

Dr. J. J. JEYAKUMARI,

Research Advisor, Assistant Professor of Commerce, K.N. Govt. Arts College for Women, (Autonomous), Thanjavur District, Tamil Nadu, India.

ABSTRACT - Online shopping may be a trendy development within the field of E-Business and is totally researching going to be the long run of shopping and influential the world. Most of the companies are running their online portals to retail their products or services online. Although online shopping is extremely common outside India, its growth in Indian Market, that may be a vast and strategic consumer market, is inactive not in line with the universal market. The exclusive advantage of online shopping consumers, it provides the 24 x7 hours on a daily basis shopping facility. The main factor of rising online shopping in India is that the increasing number of computer operators and easy availability of internet and Wi-Fi facility to the nation of India. Mostly, this research studies the significance and increase of online shopping.

Keywords: Consumer Behaviour, Perception, Awareness, Satisfaction level, online shopping.

I. INTRODUCTION

Online Marketing is defined as “the art and science of selling products and/or services over digital networks, such as Internet and cellular phone networks”. At this point the art of online marketing refers to discovering the right online marketing mix of strategies which attracts the target market for truly changing into sales. Now, the discipline of online marketing refers to selecting the online marketing strategies to be applied and evaluating the accomplishment of those online marketing strategies through research and analysis. Online marketing is also referred as web marketing, i-marketing, e-marketing or internet marketing. E-commerce (*ELECTRONIC COMMERCE*) is kind of online marketing and is defined as “the art and science of selling products and/or services over the Internet”. Online shopping is the process consumers go through to purchase the products or services over the Internet.

Consumer Behavior

Consumer behavior is referred as “behavior that consumers display in searching for, purchase, uses, estimate and dispose of products and services that they expect will satisfy their desires”. Consumer behavior also deals with consumer decision making procedure and all exterior and interior persuades that should be considered to create product final choice of consumers in buying decision process. Thus, the major purpose for researching consumer

behavior is to comprehend why and how consumers make their purchase decisions. These insights facilitate marketers to design more effectual marketing strategies, particularly nowadays, while advanced technologies enable marketers to collect more data about consumers and target them more precisely.

Commerce is discovering the consumers are inactive averse to transfer in this trend. Some consumers are immobile having anxieties regarding safety of transaction, money involved in the process and transitory individual data over the Internet, risky payment types, uncertainties about the quality of product or services are the major reason behind the inequality between the number of consumers visiting the site and the actual purchasing being completed. This is gone a large piece of internet people still un-subjugated. It is extremely important for those online businesses who want to venture into the online market to understand their online and offline, consumers’ perceptions, and studying all the factors which influence consumer shopping decisions. Better understanding of all the factors will help retailers and businesses in better serving the consumers. In India greater part of consumers are product-sensitive. The tenure of E-commerce which is regularly concerned with the term e-Business, while merely covers one aspect of e-Business, i.e. the use of an online support for the relationship building between a company and clients.

II. REVIEW OF LITERATURE

In his aim of researched that “So far personal attitudes don’t, by themselves, influence one’s objective and/or behaviour. As an alternative that objective or behaviour is an outcome of a diversity of attitudes that the consumer has about a diversity of issues relevant to the state of affairs at hand, in this study online buying.

Wang & Yang, (2010), nearby that, the electronic equipment takes a high percentage of the personals shopping. Comparative with other goods, electronic goods adds great convenience in online shopping to the life of the people.

Bashir, (2013), concluded that E-commerce has completely life very easy and innovative of individuals and groups; Consumer Behaviour in online shopping is different from the physical market anywhere he has right of entry to see the product, revealed that Consumers, all over the world, are more and more shifting from the packed supplies to the one click online shopping format.

Chandra and Sinha, (2013), considered that, today the fresh and latest styles of retail shopping are online shopping. It has at the present been adopted all over the world as well as India. In a lot of other countries this shopping way is still not as well known or accepted, and though the knowledge of online shopping in India is now commencement to boost quickly.

Kanwal Gurleen (2012), this study conclusion focus on the following four factors were found to be significant Price Consciousness, Convenience and Variety, Easy Payment options and Challenges of Online Shopping. Most of the consumers prefer to buy some selected products online because they will get heavy discounts in comparison to store purchases. Also, the consumer feels that there are good websites available which can be trusted for purchases. The consumers perceive that shopping online gives them larger options to choose from. Shopping online is very convenient as one has to just open a laptop or PC to shop rather than getting ready and pass through rush hour traffics. Shopping online saves time and money along with lesser effort is required in comparison to store purchases. Consumers feel that carrying cash or credit cards all the way to the store is meaningless if one can purchase the same product from their home. The educated consumers are aware of the buying procedures online which they feel are pretty simple. The only worry of consumers is regarding the trustworthiness of some websites, since they have to give their credit card details to shop online.

Dr.M.Rajesh and G.Purushothaman (2013), this study conclude that, “online shopping has 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” is beneficial for the consumer.

Dr.R.Shanthi, Dr. Desti Kanniah, (2015), this study explained that, “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 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 ages 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 are 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).

Nausherwan Raunaque, Md. Zeeshan, Md.Azam Imam, (2016), this research proposed, “While online shopping customers generally have trust issues which include the fear of losing money and expecting a product of substandard quality”. In order to deal with the money and trust concerns of the customers, several regulations have been implemented to satisfy customers ‘needs which help in building trust of the customers on the online marketing. Due to improvement in these policies customers feel free and secure to shop online and participate in online purchasing process. Easy refund and return policies, money back guarantee schemes are a few of important factors which help in improving the customers assurance and hence the perception towards online

marketing. In order to remove the barriers and reduce the intermediary costs, e-commerce has come up with the direct marketing strategies (B2C) via reducing the intermediary chains. Vendor selection process is another important factor towards promoting a healthy e-market & customer relationship. Vendor ratings based on the customer reviews on e-commerce websites help the customers to select best available vendors.

“The marketing strategies of the e-commerce websites are planned to attract the customers in such a manner that their first experience should be a positive one, it also helps in making customer loyal. The brand making processing e-commerce is much influenced by the customers experience on the website over a period of time. E-market is also successful in building the confidence of the customers via providing the option of Cash-on-Delivery (COD) which helps in minimizing the payment risks associated with the purchase order. Also e-market has to take care of the deliverables because it might not be delivered by the courier agencies as it was ordered. And these types of various cases are seen in the current time which pulverizes the customer confidence on the e-market and their services. Also in some cases the victims are less aware about the counter actions to be taken against the fraud, especially for these cases e-market have to make a policy according to which strict actions should be taken against the responsible vendor or courier service provider”. After all the e-commerce is functionally based on the relationship with their customers and they must adhere with this basis point to continually build and promote their relationship in a positive direction and a better policy implementation. At last an option for the verification of the product by the customers in front of the delivery personnel should be given which may increase a little cost and time but will help in making a long run relationship.

Dr. A. T. Jaganathan, et, al (2016), The consumer’s perception on online shopping varies from person to another and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping has to be improved to make the customer satisfied. The perception of the consumer also has similarities and difference based on their personal characteristics usage based on their needs and demand. The study reveals that mostly the students are attached to the online shopping and hence the elder people don’t use online shopping much as compared to the younger ones, so awareness has been fashioned in the coming era. Finally we are suggested that the online transaction should be flexible for the customers who perceived in shopping.

Manju MR, (2016), this paper comprises the first section of an on -going research aiming to throw light on the broad topic of online shopping. Above all, “its scope was to examine the perspective of Bangalore based e-shoppers.

The results didn’t show much significant differences between the male and female adopters. Also the factors perceived credibility and perceived worthiness are significantly different for different age groups. From the above tables we can conclude that there is significant difference in the factor perceived worthiness due to daily usage of personal computers whereas there is significant difference in the factor perceived trust due to daily usage of internet”.

Vikash and Vinod Kumar, (2017), “the present study was an attempt to know people perception towards online shopping. As results of the survey concluded that the customers perceive online shopping with positive frame of mind. Various perceptions of the consumers on the basis of factor analysis show the emergence of various factors pertaining to online shopping. The first factor emerging of the statement is quality. In online shopping, customers are not able to touch and see the products before purchasing. Therefore quality of the product purchase through online shopping is major concern and marketers must ensure that the quality of the products deliver to the customers is matches with the customer expectation and must be deliver what they promise. The other perceptions of the customer pertain to convenience, satisfaction and product availability. These factors show that online shopping provides convenience to the customers and online shoppers prefer because these revealed from the effort of going to the market and purchase the products. The customer derives satisfaction through online shopping. It can be concluded that various underline perception of the customers are positive towards online shopping. In the day to come online shopping has tremendous potential and more and more business are going to add online platform to offer extended retailer’s shelves in the customers. However they will have to offer value to the customers to sustain in the long run”.

Dr. T. Thirupathi and I. James (2017), in their article, “E-shopping is becoming popular now days. Even though some problems are identified from the online shopping, still it is convenient and beneficial from the respondent’s point of view. The research study reveals that specifically the younger generations are mostly and frequently engaged in process of online shopping. No doubt, the factors viz., quality, discount, simple payment methods, less expensive are the factors influenced the online buyers and account for consumer satisfaction. The present study focuses on the interest among the young generation is more towards the online shopping and this will be increasing in the future. This will be also great challenge to the traditional shopping mode”.

Dr. M. Deepa, (2017), suggested this study, “It is the need of the hour that consumers change their attitude so as to get the benefits of online shopping, Consumers should not only be cautious but also be aware of the procedure and problems of online shopping, Consumers shall not hesitate

to initiate legal measures in case they are not provided with the assured services, Consumer associations shall come forward not only to identify the fraudulent e-entrepreneurs but shall also assist the online consumers in getting their grievances redressed". And he concludes this "study has brought out the benefits due to information and communication technology not only to the e-entrepreneurs but also to the online shopping consumers. Internet plays a pivotal role in the life of consumers. Combined effort may be taken by the government and non-governmental organizations to enhance the use of internet so that larger online shopping benefits may be reaped".

Dr. Parveen maan, (2018), he concludes that research for "Online shopping has become extremely popular over the last decade. But still the most of the customers prefer to shop from the physical market. In this category, mostly the students are involved. Utilized mostly by the "Next Generation", this service is extremely convenient. Although online shopping can be very convenient and beneficial there are also some potential problems that can arise. Consumers are seen to exhibit different buying behaviours when shopping online than the physical store". He explains that "this makes it imperative that retailers study the behaviour of consumers and make changes in order to remain profitable and successful. The results indicate that the respondents mostly from working segment are adopting the modern shopping methods and have perceived online shopping in a positive manner. This clearly justifies the projected growth of online shopping. The results can also be used by various organizations to target the new customer base".

Rahman et al. (2018), "Bangladeshi online shoppers are young (mostly below 40 years) similar to other parts of the world. They do online shopping because it saves time, offers home delivery, provides ease in shopping and offers more variety of products for apparels, accessories, and ticketing than that of brick and mortar stores. They mostly rely on price and their experience as the basis of the quality judgment of items in online shopping and for payment system they prefer cash on delivery option. Most of the shoppers get the information primarily from facebook advertisements which are pursued by friends and family by following their "word of mouth" communication. However, privacy and inability to touch and feel are the most disliking factors for online shoppers. These findings of our study have both theoretical and practical implications".

This study provides a foundation for the future researchers in studying the consumer behavior of Bangladeshi online shoppers. Further research can be possible by increasing sample size including a rural population that may reflect the entire scenario of consumer behavior of online shopping in Bangladesh. Furthermore, the variables that have been identified in this study may not be sufficient rather more variables are to be considered in future research.

Researchers may also look for factors that influence the online shopping behavior, customer satisfaction, and loyalty.

Sabari Shankar R, Nareshkumar S, (2018), "This study of Consumer perception on Online grocery shopping has found facts such as married unemployed homemakers feel the joy of real time shopping is missing in online grocery shopping. Respondents feel that monthly budget is controlled as the list of orders can be verified and sorted at convenience and referring previous orders". Online grocery shopping is highly welcomed by the business professionals who do not have time to shop in retail stores and suits their busy schedules. Carry bags has become a problem in modern retail industry and standing in a long queue is also a highly seen in the stores and retail outlets. "These problems have been solved by online grocery shopping. Grocery at door steps is possible but some respondents are afraid of the person who would come for grocery delivery and also state that delivery should be made at the time of consumers' availability at home". As general in other "online shopping, consumers also feel that easy returns policy, quick delivery, visibility of manufacturing and expiry dates are considered as highly important dimensions for online grocery shopping. The online retail businesses have to consider the perception of consumers and to implement best strategies for not only producing profit but also to serve their customers better. Since, grocery is required for all households and individuals it is recommended to conduct the research on consumer perception which would be influenced by changing economies and other factors".

III. RESEARCH METHODOLOGY

Investigation technique is pursued in this study. This study aim is concerned with customer satisfaction for online shopping. For the purpose of data collection, this study was totally focused on the both primary and secondary data collection method. Survey was the tool being used for collecting the primary data. Secondary data was collected from website, journals, magazines reference books and records of the company. The researcher could not this study aim the whole of the total population due to occasion constraints. So, that the information was collected through a structured questionnaire from 200 respondents frequently using with the websites of different e-businesses in Thanjavur district.

Statement of the Problem

The problem undertaken for the study reason is satisfaction of customer in online businesses. The services offered from internet and e-business companies. On what basis the consumer prefers and what persuade him to buy the product from online. This paper will help to gain knowledge about the online business and the factors influencing a customer to prefer the schemes and what are all the future dream succeeds by the online business. This study aim also helps

to know different types of product sold by the company and analyse the problems faced by the customer in online business.

Objectives of the study

- ❖ To study the frequency analysis for opinion towards consumer awareness of online shopping.
- ❖ To analyse the customer perception and customer satisfaction towards online shopping.
- ❖ To know the features influencing the customer to invest in online shopping.

Tools of used

For the evaluation and examination of primary data of this, research that was generated through a questionnaire, the Statistical Package for Social Sciences (SPSS) systematic computer software was used and it gave accurate results regarding the data. The collected data has been subject matter to analyses by unit’s appropriate tool for Frequency analysis.

IV. DATA ANALYSIS AND INTERPRETATION

Table 1: Frequency analysis for Awareness of online shopping

S.NO	Opinion	Frequency	Percent
1	Yes	163	81.5
2	No	37	18.5
Total		200	100

Source: Primary data, Output generated from SPSS 20

Inference

The above table shows that more or less (81.5%) of the respondents are aware of online shopping. Easy to connections the Internets have made such shopping an effortless job.

Table 2: Frequency analysis of Satisfaction level from online shopping

S.NO	Level of Satisfaction	Frequency	Percent
1	Highly satisfied	76	38
2	Satisfied	62	31
3	Neutral	28	14
4	Dissatisfied	19	9.5
5	Highly dissatisfied	15	7.5
Total		200	100

Source: Primary data, Output generated from SPSS 20

Inference

The above table shows that (38%) of the respondents are highly satisfied with e-business, (31%) are satisfied, (14%) are neutral, (9.5%) are dissatisfied and (7.5%) of the respondents are highly dissatisfied with the e-business. Utmost of the customers at the moment prefer to purchase from online shopping due to occasion factor.

Table 3: Frequency analysis of Information available about products in online purchase

S.NO	Opinion	Frequency	Percent
1	Excellent	97	48.5
2	Good	56	28
3	Average	39	19.5
4	Poor	08	04
Total		200	100

Source: Primary data, Output generated from SPSS 20

Inference

The above table shows that (48.5%) of the respondents are of the opinion that sufficient information is available concerning all physical features of the products for online on the internet to purchase.

Table 4: Frequency analysis of Reason for preferring online purchase

S.NO	Reason	Frequency	Percent
1	More relaxing	58	29
2	Convenience	38	19
3	Time saving	28	14
4	Security	25	12.5
5	Door delivery	33	16.5
6	Cash on delivery	18	09
Total		200	100

Source: Primary data, Output generated from SPSS 20

Inference

The above table shows that best part (29%) of the respondents have a preference the online purchase for it to more relaxed, (19%) of the respondents choose for convenience, (16.5%) of the respondents of the door delivery deal by the online shopping from companies, (14%) for time saving, (12.5%) for security and (9%) of the respondents prefer for cash on delivery.

Table 5: Frequency analysis of Factors influencing to purchasing from Online

S.NO	Factors	Frequency	Percent
1	Internet ownership	46	23
2	Competitive price offers	23	11.5
3	Excellent quality	61	30.5
4	Attractive Advertisements	17	8.5
5	Low price	53	26.5
Total		200	100

Source: Primary data, Output generated from SPSS 20

Inference

The above table represents the factors affecting the option of online purchase, utmost of the respondents preferred for its quality (30.5%), (26.5%) like better for anytime and anywhere selection of the lower cost, (11.5%) desire for its competitive price offers and attractive compared to the competition.

Table 6: Frequency analysis of Reason for changing the purchase pattern from online to offline

S.NO	Factors	Frequency	Percent
1	Low price	63	31.5
2	Attractive advertisement	26	13
3	Easy transaction	47	23.5
4	Any time shopping 24x7	40	20
5	Friends and relative opinion	24	12
Total		200	100

Source: Primary data, Output generated from SPSS 20

Inference

The above table shows that (31.5%) of the respondents similar to changing the purchase pattern from online to offline for easy availability of the product at low cost, (23%) of the respondents say the online transaction to be easy, (20%) of the respondents like for any time shopping 24x7 for online purchasing, 13% for attractive advertisement and remaining 12% of the respondents like to change the pattern for their friends and relatives.

Table 7: Frequency analysis of Media influencing the most about online shopping

S.NO	Media Influencing	Frequency	Percent
1	Friends and relatives	65	32.5
2	Television	46	23
3	Radio	11	5.5
4	Journal and Magazines	25	12.5
5	Newspaper	45	22.5
6	Internet	8	8
Total		200	100

Source: Primary data, Output generated from SPSS 20

Inference

The above table, specify that (32.5%) of the respondents recognize the online deal by friends and relatives, (23%) of the respondents came to be familiar with the product by television advertisement, (22.5%) of the respondents to read the newspapers advertisement and knowing the products available from online market, (12.5%) of the respondents known by journal and Magazine advertisement, (8%) of the respondents came into by radio advertisement and only (5.5%) of the respondents see the product by internet.

Table 8: Frequency analysis of most perfect website for online purchase

S.NO	Website	Frequency	Percent
1	Flipkart	41	20.5
2	Amazon	37	18.5
3	Shopping zone	22	11
4	Snapdeal	28	14
5	Naaptol	24	12
6	Myntra	19	9.5
7	Homeshop	14	7
8	Shopclues	15	7.5
Total		200	100

Source: Primary data, Output generated from SPSS 20

Inference

The table shows that (20.5%) of the respondents purchase the products from flipkart online business companies, (18.5%) of the respondents buy from amazon online business company, 14% of the respondents get from Snapdeal and (12% & 11%) each obtain from Naaptol and Shopping zone.

Table 9: Frequency analysis of maximum products acquired through E-Business

S.NO	Website	Frequency	Percent
1	Dress and clothing	65	32.5
2	Cosmetics	51	25.5
3	Electronic and Durable goods	24	12
4	Mobile phone	30	15
5	Home Appliance and food items	10	5
6	Others	20	10
Total		200	100

Source: Primary data, Output generated from SPSS 20

Inference

The above table shows that majority of the respondents (32.5%) buying dress and clothing, (25.5%) of the respondents buy the cosmetic goods, (15%) of the respondents like to buy the mobile phones, (12%) of the respondents purchase the Electronic and Durable goods, (10%) buy other goods and (4%) of the respondents buy the Home appliance and food items from online mode.

V. FINDINGS, SUGGESTIONS AND CONCLUSION FINDINGS

- The majority of the customers are aware of online shopping in today scenario.
- Even though modern concept gained a extensive acceptance among Indian consumers
- Maximum of the customers prefer online for its more relaxing and convenient shopping
- Customers whose gives priority to Quality and low cost shows positive waves towards online shopping.
- Amazon and Flipkart are regarded as rated one shopping companies among maximum customers.
- 24x7 services are considered to be the reason for customer shifting from offline to online with easy transaction.
- Dress & cloth materials and cosmetic goods are the chief products obtained through online shopping

SUGGESTIONS

Websites should be concentrating more than the female sections as outcome confirm that females purchase more and more in online shopping as compared to male. So that the companies should invent the rules, procedures, policies and strategies to be a magnet for more number of consumers in this segment in upcoming also. Regarding the

awareness of security measures and Security issues still carry on to be a main problem and trends like (address verification system) AVS system, PIN for credit cards, e-cards, digital signatures, smart cards, and easier infra and inter-bank transactions online require to be made more famous. An education consumer to perform only on safe internet connections is also essential. Emphasize the advantage of online shopping at residence budding customers should be persuaded of the payback of shopping from home without having the pain of going out in the crowded placed.

CONCLUSION

Companies are going through a difficult competition on this dynamic area of business. They're continually searching out new avenues with a purpose to boom contact with customers and for the same they're letting no stone unturned. On this regard, the brand new fashion is online purchase. The increasing fashion of computer's education is directly proportional to will increase in online shopping. The modern look at is descriptive in nature and it has made a try to apprehend the behaviour of Indian purchasers toward online shopping. This studies shows that online shopping is having very vivid future in India. Perception in the direction of on line buying is getting better in India. Consumer can do assessment purchasing among the products as well as online stores by saving time and money.

REFERENCES

- [1] Bagozzi Richard P. (1974) Marketing as an Organized Behavioral System of Exchange, Journal of Marketing, Published by: American Marketing Association, DOI: 10.2307/1250397, <https://www.jstor.org/stable/1250397>, Page Count: 5, Vol. 38, No. 4 (Oct., 1974), pp. 77-81
- [2] Batya Friedman, Peter H. Kahn, Jr., and Daniel C. Howe (2000), Trust can be cultivated to enhance our personal and social lives and increase our social capital trust Online December 2000/Vol. 43, No. 12 Communications of the ACM.
- [3] G. Kumar* and V.M. Shenbagaraman, Int. J. Business Excellence, Vol. 11, No. 1, 2017, A study on customer's perception of online banking and e-service quality among Chennai customers
- [4] Dr .Anukrati Sharma (2013), A study on e – commerce and online shopping: issues and influences, International Journal of Computer Engineering & Technology (IJCET), ISSN 0976 – 6367(Print), ISSN 0976 – 6375(Online), Volume 4, Issue 1, January- February (2013), pp. 364-376.
- [5] Adil Bashir (2013), Consumer Behavior towards online shopping of electronics in Pakistan, Seinäjoki University of Applied Sciences, PP 52-60
- [6] Kanwal Gurleen (2012), Consumer's Perception towards Online Shopping- The Case of Punjab, International Journal of Management & Information Technology, Volume 1, No 1, May, 2012, Council for Innovative Research International Journal of Management & Information Technology, www.cirworld.com, pp. 1-16,
- [7] DR.M.Rajesh and G.Purushothaman (2013) "Consumer Perception towards Online Shopping in Kanchipuram", GALAXY International Interdisciplinary Research Journal ISSN 2347-6915, GIIRJ, Vol.1 (2), DECEMBER (2013), pp.36-44
- [8] Dr.R.Shanthi, Dr. Desti Kannaiah,(2015) "Consumers' Perception on Online Shopping", Journal of Marketing and Consumer Research www.iiste.org ISSN 2422-8451 An International Peer-reviewed Journal Vol.13, 2015, pp.14 -20
- [9] Nausherwan Raunaque, Md. Zeeshan, Md.Azam Imam, (2016), Consumer Perception towards Online Marketing in India, International Journal of Advanced Engineering, Management and Science (IJAEMS) [Vol-2, Issue-8, Aug-2016] (Infogainpublication.com) ISSN: 2454-1311, PP.1236-1240.
- [10] Dr.A.T.Jaganathan,et.al,(2016),"Astudyoncustomerperceptiontowardsonline shopping Namakka "International Education & Research Journal [IERJ], E-ISSN No :2454-9916, Volume 2, Issue 7, July 2016, pp- 65-66.
- [11] Manju MR, (2016), "Perception of customers towards online shopping with regard to perceived credibility, perceived worthiness & perceived trust: A study with regard to Bangalore city", International Journal of Commerce and Management Research, ISSN: 2455-1627, www.managejournal.com, Volume 2; Issue 12; December 2016; Page No. 176-179
- [12] Vikash and Vinod Kumar, (2017), "A Study on Consumer Perception toward Online Shopping", IOSR Journal of Business and Management (IOSR-JBM), e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 19, Issue 8. Ver. I. (August 2017), PP 32-35, www.iosrjournals.org
- [13] Dr. Parveen maan, (2018), "Customer Perception towards E-Shopping, a Study with Special Reference to Rohtak District, Haryana", ELK - Asia Pacific Journal of Marketing and Retail Management, ISSN 2349-2317 (Online); DOI: 10.16962/EAPJMRM/ ISSN: 2349-2317/2015; Volume 9 Issue 1.
- [14] Dr. T. Thirupathi and I. James (2017), "Consumer's Perception towards Online Shopping", International Journal of Advanced Scientific Research & Development (IJASRD), Volume 04, Issue 04, e-ISSN: 2395-6089, p-ISSN: 2394-8906, pp. 11 – 19.
- [15] Dr. M. Deepa, (2017), A study on consumer perception regarding benefits of online shopping – With special reference to Coimbatore district, International Journal of Advanced Trends in Engineering and Technology (IJATET), Impact Factor: 5.665, ISSN (Online): 2456 – 4664, (www.dvpublication.com) Volume 2, Issue 1, 2017
- [16] Mohammed Anisur Rahman, et al, (2018), "Consumer buying behavior towards online shopping: An empirical study on Dhaka city, Bangladesh", Journal Cogent Business & Management, <https://doi.org/10.1080/23311975.2018.1514940>, 5: 1514940, Pages 1-22.
- [17] Sabari Shankar R, Nareshkkumar S, (2018), "A Descriptive Analysis of Consumer Perception on Online Grocery Shopping, International Journal of Research and Scientific Innovation (IJRSI) | Volume V, Issue III, March 2018 | ISSN 2321-2705