

Consumer Preference towards Online Shopping Sites in Tiruchirappalli City

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Abstract - Online shopping is the most favored and preferred mode of shopping by the present day generation due to convenience, easy payment process, easy store navigation, excellent copy for product description, availability of offers and greater variety of products. There is no dearth of online shopping sites available at present. This study aim at finding out the preference of consumers in Tiruchirappalli City towards a specific online shopping site, the reasons for preferring the specific site and the product that they often buy online. In case they shop through multiple shopping sites, their preferences towards the shops in their ranking order along with the attributes that support their preference towards them are also analyzed. Their preferences towards shopping sites in terms of Quality, price, greater variety, Promotion, Delivery and rectification of compliant are also revealed. The study also highlights the suggestions for enhancing online shopping experience.

Key Words: Shopping Sites, Consumer Preference, Online Shopping, Tiruchirappalli City.

I. INTRODUCTION

Online shopping is commonly known as internet shopping or e-shopping. Online shopping is done when the consumers purchase products on-line. Through online shopping, consumers shop for required products without physically visiting the store. Nowadays, the consumers have become more shopping conscious and surf the internet whenever needed and buy products even across the globe. Development in technology and an increase in the usage of internet in recent times have led to a drastic, increase in the practice of online shopping. The greater the accessibility of internet to the general population, higher is the number of people shopping online. At present, online shopping is becoming a well-accepted way to purchase a wide range of products and services. Internet shopping is becoming extremely popular because online shoppers have an option of shopping at any time of the day sitting at their home or offices. Consumers are able to buy products from various websites in a single mouse click.

It is believed that shopping online is superior and more intelligent way of spending money. It offers a huge collection of products and allows consumers to get the products as per their needs. Shopping online offers lower prices as compared to the traditional shopping method. Shopping websites provide various kinds of discounts on the original price of the product. It offers gift coupons,

vouchers and promotional offers which attracts the consumer to buy products in discounted price. There are many benefits of online shopping websites which includes; description of the products, information related to sizes and color of the garments, price of the products and various other details like customer reviews and ratings.

The greatest feature of online shopping is that the websites are open 24 hours a day and consumers are free to shop at their convenience. Most of the items available for online shopping are on huge discount and low prices along with free shipping on the maximum range of products. The online shopping websites and number of consumers shopping online have increased exponentially in the past few years.

Online shopping websites and services offered

Firm Name	Service
Amazon. In	It is global leader, and deals in wide variety of products like electronics, clothes etc.
Snapdeal.com	Grounded in Delhi and deals in products like, apparel, cell phones, accessories and customer goods etc.
Flipkart.com	Started as online book store, but now offers electronics, mobiles, clothing, accessories etc.
Shopclues.com	It deals in products like women jewellery, apparel and fashion accessories, electronics and books, etc.
EBay. In	It is a popular across the globe and offers all

	varieties of products.
Jabong.com	It deals in branded and fashionable apparel and accessories.
Myntra.com	Website centered in Bangalore deals mainly in fashion wear and accessories, and lifestyle goods for both men and women.
Napptol.com	Napptol sells products like Mobiles, Sports, Fitness, Clothing, Auto accessories, Jewellery, Books and more.
Firstcry.com	Firstcry.com is Asia's Largest Online Portal for Baby Products and Toys which has now become the top e-commerce platform in India for kids' products, baby care and maternity care items.
Lenskart.com	Lenskart is an Indian eyewear company based in New Delhi. The company retails optical products from brands such as Ray-Ban, Oakley, Fastrack, Tag Heuer

(Source: [www.http://thetechgears.com/top-online-shopping-websites-in-India](http://thetechgears.com/top-online-shopping-websites-in-India))

II. REVIEW OF LITERATURE

- Prof. Ashish Bhatt (2014) in article entitled “Consumer Attitude towards Online Shopping in Selected Regions of Gujarat” published in Journal of Marketing Management stated that online shopping is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance. As per study mode of payment is depended upon income of the respondents. People from different age groups are doing online shopping regularly. The attitude of consumers is changing with the time. In a country like India, consumers are finding online shopping very comfortable because of many variables like cash on delivery, customization or personalization of the websites, home delivery etc.
- Prashant Singh(2014) in his article “Consumer’s Buying Behaviour towards Online Shopping A case study of Flipkart.Com user’s in Lucknow City” published in Abhinav stated that future of e-retailers in India is looking very bright. E-retailers give consumers the best way to save money and time through purchasing online within the range of budget. Flipkart.com offering some of the best prices and completely hassle-free shopping experience. The whole concept of online shopping has altered in terms of consumer’s purchasing or buying behavior and the success of E-tailers in India is depending upon its popularity, its branding image, and its unique policies.
- Upasana Kanchan , Naveen Kumar and Abhishek Gupta(2015) in their article “A Study of Online purchase behaviour of Customers in India” Published in ICTACT Journal on Management Studies stated that online shopping is gaining popularity among people of young generation. Higher income groups and educated people are purchasing more via e-retailing websites.

People have hesitations in doing online shopping due to security concerns. At the same time people are resistant to change because of technological complexity in making online purchase. Companies involved in online retailing should focus on building trustworthy relationship between producers and customers.

This study entitled, “Consumer Preference towards Online Shopping Sites in Tiruchirappalli City” aims at finding out the preference of consumers in Tiruchirappalli City towards a specific online shopping site, the reasons for preferring the specific site and the product that they often buy online. In case they shop through multiple shopping sites, their preferences towards the shops in their ranking order along with the attributes that support their preference towards them are also analyzed. Their preferences towards shopping sites in terms of Quality, Price, Greater Variety, Promotion, Delivery and Rectification of Compliant are also revealed. The study also highlights the suggestions for enhancing online shopping experience.

Objectives of the Study:

- 1) To identify the gender that mostly prefers the online shopping sites.
- 2) To trace the age group mostly preferring online sites.
- 3) To exhibit the preferred online site and the reason for the preference.
- 4) To measure the satisfaction level of the users.
- 5) To offer suggestions for enhancing the consumers online shopping experience.

III. METHODOLOGY

The main source for this study is the primary data. Primary Data has been collected from one hundred respondents residing in Tiruchirappalli city to identify their preferences towards online shopping sites. Simple random sampling Technique has been adopted to select the one hundred respondents. Collected data have been Classified, Tabulated and Analyzed. Chi-Square test of significance has been used to test the Hypotheses Formulated.

Hypotheses:

Collected Data have been Cross classified to test the association between the variables that are reflected in the Hypotheses mentioned below:

- 1) **H₀₁**: There is no association between the age of the respondents and the frequency of visit.
- 2) **H₀₂**: There is no association between gender and frequency of visit.
- 3) **H₀₃**: There is no association between gender and availing promotional offer.
- 4) **H₀₄**: There is no association between age group of the respondents and their preference for the products.

IV. ANALYSIS

Table 1 Preferred Online Shopping Sites

Sites	Number of Respondents
Amazon	36
Snap Deal	12
Flip kart	26
Shop Clues	-
EBay	-
Jabong	5
Myntra	2
Napptol	11
First Cry	4
Lens Kart	4
Total	100

Source: Primary Data

This table shows the preferred online shopping sites of the respondents. 36% of the respondents prefer Amazon as their shopping site. 26% of the respondents prefer Flip Kart. 12% of them prefer Snap Deal and 5% of them prefer Jabong as their Shopping Sites. None of them choose Shop Clues and EBay as their shopping sites.

Table 2 Reasons for Visiting Online Sites

Reasons	Number of Respondents
Time Saving	22
Convenience	4
Availability of Different Varieties	41
Lower Price	11
Offer	18
Easier Mode of Payment	4
Total	100

Source: Primary Data

Table 2 gives the reasons for visiting online sites. 41% of the respondents prefer online shopping due to availability of different varieties. 22% of them prefer online shopping due to its time saving nature. 18% of the respondents like the offer given by the online shops. 2% of the respondents have assigned both reasons viz., Different Varieties and Offer as the motivational reason for visiting online sites.

Table 3 Frequency of Visiting Online Sites

Frequency	Number of Respondents
Daily	2
Weekly	12
Fortnightly	2
Monthly	12
As & When Needed	72
Total	100

Source: Primary Data

Table 3 shows the frequency of visiting online sites. Majority (72%) of the respondents visit online site

whenever they need. 12% of them visit weekly and another 12% visits online sites monthly. Finally, 2% of them visit online daily and another 2% of the respondents visit the online shopping sites fortnightly.

Table 4 Products Preferred through Online Sites

Products	Number of Respondents
Clothes	19
Books	6
Shoes	10
Spectacles	2
Beauty Items	6
Watches	13
Fancy Items	10
Electronic Items	17
Groceries	-
Durable Items	2
Others	15
Total	100

Source: Primary Data

Table 4 shows the products that are preferred through online shopping sites. 19% of the respondents prefer Clothes through online. 17% of them prefer Electronic items, 15% of them prefer Other Products like Curtain, Baby products, Plastic Items, Steel Dryer, Stationery Items, Jewellery, Back Pack etc.,

Table 5 Received the Items within the time specified by the site

Opinion	Number of Respondents
Yes	76
No	24
Total	100

Source: Primary Data

Majority (76%) of the respondents received their products within the time specified by the site and 24% of them do not receive their items within the time specified by the site.

Table 6 Non-Compliance of the Product with the Description

Opinion	Number of Respondents
Yes	58
No	42
Total	100

Source: Primary Data

58% of the respondents found some complaint in their products purchased and 42% of the respondents did not find any complaint on the products purchased through online shopping sites.

Table 7 Nature of Complaint

Nature of Complaint	Number of Respondents	Percentage of Respondents
Quality	20	35%
Price	8	13%

Color	18	31%
Packing	12	21%
Total	58	100%

Source: Primary Data

Table 7 highlights information about the nature of complaint of the products purchased through online shopping sites. 35% of 58 respondents have complaint on the Quality of the products purchased. 31% of 58 respondents have complaint on the color of the products. 21% of 58 respondents have the complaint about the packing of the product and 13% of 58 respondents complaint about the price of the products purchased.

Table 8 Site in which the Problem was encountered

Sites	Number of Respondents	Percentage of Respondents
Amazon	18	31%
Snap Deal	4	7%
Flip kart	14	24%
Shop Clues	-	-
EBay	-	-
Jabong	2	3%
Myntra	4	7%
Napptol	16	28%
First Cry	-	-
Lens Kart	-	-
Total	58	100%

Source: Primary Data

Table 8 shows the site in which the problem was encountered. Majority 31% of 58 respondents faced the problem in Amazon. 28% of 58 Respondents had problem in Napptol. 24% of 58 respondents encountered the problem in Flip Kart. 7% of 58 respondents faced the problem in Snap Deal and another 7% of 58 respondents faced in Myntra. And finally 3% of them faced problem in Jabong shopping site.

Table 9 Order Accepted just on a Single Visit

Opinion	Number of Respondents
Yes	84
No	16
Total	100

Source: Primary Data

Table 9 gives the information about the Acceptance of the Order on Single Click. Majority (84%) of the respondents' order has been accepted just on a single visit. 16% of the respondents' order has not been accepted in a single click.

Table 10 Comfortability of Existing Mode of Payment

Opinion	Number of Respondents
Yes	90
No	10
Total	100

Source: Primary Data

Table 10 shows the information about the mode of payment in Online Shopping Sites. Majority (90%) of the respondents feels comfortable in with the existing mode of payment and 10% of them feel some discomforts in existing mode of payment.

Table 11 Availed Promotional Offer in the Selected Sites

Opinion	Number of Respondents
Yes	82
No	18
Total	100

Source: Primary Data

The above table gives the information about availing Promotional Offers in the selected sites. 82% of the respondents availed promotional offer in the shopping sites and 18% of the respondents have not availed any promotional offers in the selected shopping sites.

Table 12 Impact of Promotional Offer on the Quantity of Purchase

Opinion	Number of Respondents
Increased the Quantity	58
Not Increased the Quantity	42
Total	100

Source: Primary Data

58% of the respondents Quantity of purchase have been increased due to Promotional Offers but 42% of the respondents Quantity of purchase is not influenced by the Promotional Offers.

Table 13 Degree of Satisfaction Level

Opinion	Number of Respondents
Highly Satisfied	18
Satisfied	58
Neutral	10
Dissatisfied	14
Highly Dissatisfied	-
Total	100

Source: Primary Data

The above table shows the Degree of Satisfaction Level of the Respondents. Majority (58%) of the respondents are satisfied with online shopping sites, 18% of them are highly satisfied with the online shopping sites, 14% of them are dissatisfied and 10% of them are neutral in expressing their opinion with the online shopping sites.

Cross – classified data are shown in the following Tables to test the hypotheses formulated.

V. FINDINGS

Cross Table 1

		Frequency of Visiting the Online Shopping Sites		
		Options	Specific Intervals	As & When Needed
Age of the Respondents	15 – 25	22	50	72
	25 – 35	4	22	26
	Above 35	2	-	2
	Total	28	72	100

Source: Primary Data

Cross Table 2

		Availability of Promotional Offer		
		Options	Yes	No
Gender	Male	22	6	28
	Female	58	14	72
	Total	80	20	100

Source: Primary Data

Cross Table 3

		Frequency of Visit		
		Options	Specific Intervals	As & When Needed
Gender	Male	8	20	28
	Female	20	52	72
	Total	28	72	100

Source: Primary Data

Cross Table 4

		Age of the Respondents			
		Options	15–25	25–35	Above 35
Products Preferred by the Respondents	Durable Items	24	4	2	30
	Electronic Items	26	8	-	34
	Beauty Items	12	8	-	20
	Fancy Items	10	6	-	16
	Total	72	26	2	100

Source: Primary Data

Results of Hypotheses Testing

H ₀	Table Value	Calculated Value	Degree of Freedom U _{0.05}	Significance Level	Remark
H ₀₁	5.991	5.989	2	5%	Accepted
H ₀₂	3.841	0.006	1	5%	Accepted
H ₀₃	3.841	0.050	1	5%	Accepted
H ₀₄	12.592	11.964	6	5%	Accepted

Source: Primary Data

- There are 72% of the Respondents are Female.
- Majority (56%) of the respondents are found in the age group of 20-25 years.
- 36% of the respondents Prefers Amazon.
- 41% of the respondents prefer due to Availability of Different varieties.
- Majority (72%) of the Respondents visit Online Site whenever they need.
- 19% of the respondents prefer Clothes to buy through online.
- Majority (76%) of the respondents received their products within the time specified by the site.
- 58% of the respondents found some complaint in their products purchased.
- 35% among 58 respondents has complaint on the Quality of the products purchased.
- Majority 31% among 58 respondents faced the problem in Amazon.
- Majority (84%) of the respondent's order has accepted just on a single visit.
- Majority (90%) of the respondents feel comfortable in Existing Mode of Payment.
- 82% of the respondents Availed Promotional Offer in the Shopping sites.
- 58% of the respondent's Quantity of purchase has been increased due to Promotional Offers.
- 86% of the respondents were satisfied with shopping in the selected sites.
- Majority (58%) of the respondents has Satisfied with online shopping sites.
- There is no association between the age of the respondents and the frequency of visit.
- There is no association between gender and frequency of visit.
- There is no association between gender and availing promotional offer.
- There is no association between age group of the respondents and their preference for the products.

Tips for safe and secure shopping:

- Before giving payment information, consumers should check for indicators that security software is in place i.e., must ensure that the internet connection is safe.
- Credit cards are the safer choice for online shopping.
- Must be extra careful while using a mobile device.
- Must ensure that the order checkout area is encrypted. Before purchasing anything from a website, verify that the vendor has encrypted the payment form.
- Strong passwords must be used by the consumers.
- Look for web addresses with https:// indicating extra measures to help secure information.

VI. SUGGESTIONS FOR ENHANCING ONLINE SHOPPING EXPERIENCE

- Search for more varieties to get the best products.
- Download the Application to get more Offers.
- Spent some time to search for various offers to get a good deal.
- Read the reviews of the customers before placing the order.

VII. CONCLUSION

The study reveals the fact that majority of the respondents are satisfied with online shopping sites and they prefer online shopping to traditional shopping due to its added flavor like convenience, variety of products, time saving and its ability to deliver products from anywhere to everywhere without any confinement to a particular location. The online sellers should realize their responsibility and deliver their products as per the expectation of their consumers to retain them and to give them the best online shopping experience.

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