IJNRD.ORG ISSN : 2456-4184
INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT (IJNRD) | IJNRD.ORG
An International Open Access, Peer-reviewed, Refereed Journal

CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract: Consumer perception is the most important factor irrespective of the business aspects because it helps to know how the consumer gets satisfied of any services or products. The favorable consumer perception does have a strong positive effect on company's profitability, leads to repeat purchases, improving brand loyalty, positive reference through word of mouth communication and company's sustainability in long period of time. In today's competitive business environment including electronic retailing is the challenging task to retain the consumer. Therefore, delivering continuous and high quality of services is the primary factor of online shopping platforms in the e-commerce business. This empirical research involves studying the consumer perception towards online shopping with respect to preference of online shopping platforms, product preference and also analyze the relationship of preference on preferred online shopping platforms among various demographic factors namely gender, age group, marital status, area of residence, education and monthly income. 100 respondents were taken for the study those who are working in the field of IT sector in Coimbatore City. This study find out cent percent of the respondents having willingness to product purchase through online shopping and they had an experience to product purchase through online shopping. Electronics, Cosmetics and Clothing category were the most preferred product items in online shopping. Flipkart, Amazon and Snapdeal has been Emerged as the most preferred online shopping platforms among the consumers.

Keywords: **Online shopping, E-Commerce, E-Retailing, Online Purchase**

I. INTRODUCTION

India's is the second largest populated country with population of nearly 1.5 Billion, reached mobile communication technology to nearly 80 percent of population, having more young population groups with adoption of internet technology with 954.40 million subscribers and social media platforms. E-commerce Industry in the country still accounts for lower than 10% of India’s retail business for the year 2023-24. These are the key factors in the growth of e-commerce business including online shopping. The market share is likely to around 20% in the next five years showing the huge potential for e-commerce business expansion. In the present scenario, only about 20-25 percent of internet adopted populations shop online in the country which is lower than the China and United states where over 85 per cent of internet users make online purchase. In 2024, India has 2600 Lakhs of active online shoppers and possible to reach 7000 lakhs by 2030 with potential growth of 170%, making it second largest online shoppers market across the Globe (India Brand Equity Foundation; 2025). Pioneers like Fabmart (1999) introduced internet shopping to India in the late 1990s, but it really took off in the early 2000s when the IRCTC online booking system gained popularity. Growth was greatly boosted by the introduction of websites like Flipkart in 2007 and Amazon in 2013, as well as by increased internet usage, increased double income families, and the introduction of reasonably priced cellphones. Convenient online payment methods, government programs like Digital India, and the spread of 3G, 4G and 5G internets were major factors in this growth, which turned e-commerce from a luxury into a daily routine for millions of Indians. Therefore, the online shoppers perception is foremost aspect on the success of e-retailing sector which is helps them to make brand loyalty and consumer retention.

II. REVIEW OF LITERATURES

Mohamed Yunus Anjukandan (2023) studied the customer’s attitude towards online shopping in rural areas at Vengara region, Kerala. This study collected 50 responses from different areas by using questionnaire and it covers different aspects namely awareness, attitude and difficulty of customers while using digital platform. This study reported that majority (48%) of the customers were purchasing through online once in a month, most of the customers were preferred electronic items (36%), followed by garments (30%) through online shopping. Convenience is the major reason for purchase in online shopping among the consumers (48%).

Vandana K. Purohit (2023) studied college students’ perception towards Online Shopping in Solapur City. This study reported that majority of the students chose Flipkart (76%), followed by ‘Amazon’ (62.5%) and Meesho (42%) online shopping websites. Product Price and Quality’, ‘Convenience and Time Savings’, Offer and Product variety were the major influencing factors to purchase online among the student groups.

Shyni (2022) in her study reviewed various studies related to female consumer participation in online shopping in Kannur District of Kerala. This study summarizes the identifying and adapting latest technologies and perceptions on trans-disciplinary to realize consumption behaviour and nature of product purchase, attempts have been made to have a deep look in the research in area of online shopping among female consumers.

Zeenat Pathan (2019) analyze the rural consumer behavior towards online shopping in rural areas. 100 consumers were selected from Padra, Karjan, Waghodia and Sewasi area of Vadodara District by adopting convenience samplimg method. This study mainly focus on the encouraging and discouraging factors to buy online shopping. This study reported that the greater selection of the products, Low price and save time were the encouraging factor to buy online shopping in rural areas while Lack of trust, product cannot be examined and problem in delivery system were the major discouraging factors to shop online.

Kim et al. (2004) studied the attitude towards online shopping and retail website quality among United States and Korean Consumers. This study found that the factors namely visual engagement, overall design of website, content and graphical outlook has been influence the affective aspect of the consumers' attitude.

Objectives of the study

This study has been undertaken with the following objectives

- To identify the demographic factors of online shopping consumers
- To find out the preference of online shopping platforms and product preference among the consumers
- To study the perception towards preferred online shopping platforms among various demographic factors

Hypotheses of the study

- Ho: There is no significant relationship between demographic factors of the consumers and perception towards preferred online shopping platforms
- Ho1: There is a significant relationship between demographic factors of the consumers and perception towards preferred online shopping platforms

III. METHODS AND MATERIALS

- Research Design: Empirical in nature
- Data source: This study depends on the primary data which is collected through the questionnaire.
- Sample Design: Employed category those who are working in IT Sector.
- Sampling Area and Unit: Coimbatore, IT Companies Located at TIDEL Park, Rathinam techzone and KCT campus
- Sampling Size: 100 IT employees
- Sampling Technique: Convenience Random sampling
- Application of Statistical tools: percentage analysis, Garret's Ranking Technique and Chi-square analysis.

IV. ANALYSIS AND INTERPRETATIONS

Figure – 4.1

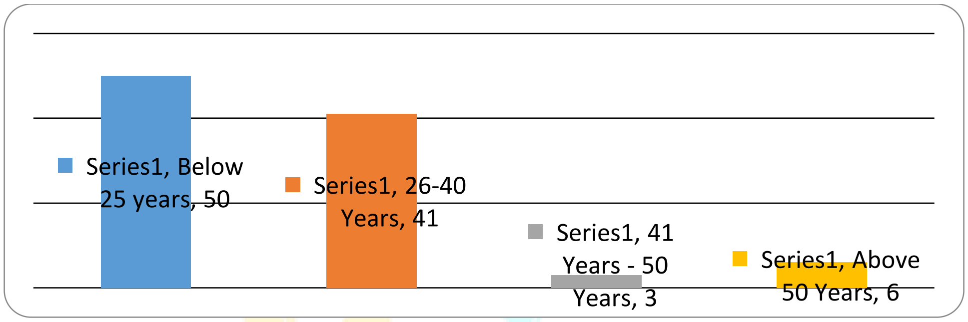
Gender-wise Distribution of the Respondents (in %)

Source: Primary data

The figure – 4.1 shows that the gender-wise distribution of respondents in percentages. Out of the total, 70% of the respondents are male, while 30% are female.

Figure – 4.2

Age Group-wise Distribution of the Respondents (in %)

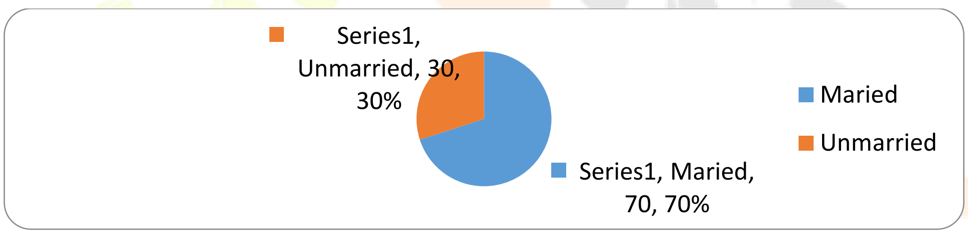


Source: Primary data

The figure – 4.2 represents the age-wise distribution of respondents. From the data, it is evident that the majority (50%) of respondents are below 25 years, followed by 26–40 years (41%). 6% of the respondents belong to the above 50 years and the remaining 3% of them belongs to 41–50 years.

Figure – 4.3

Marital Status-wise Distribution of the Respondents (in %)

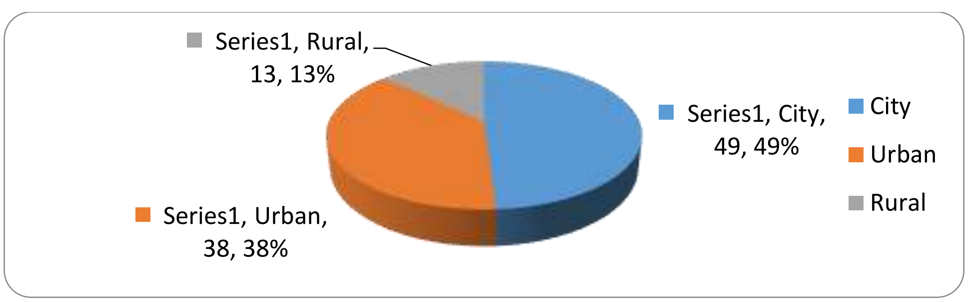


Source: Primary data

The chart -4.3 shows that marital status wise distribution of the respondents. It is observed that majority (70%) of the respondents is married and the remaining 30% are unmarried.

Figure – 4.4

Area of Residence-wise distribution of the Respondents (in %)

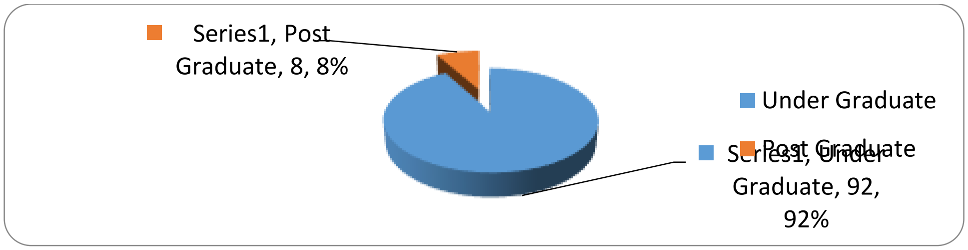


Source: Primary data

Figure – 4.4 shows that the majority of respondents are from cities (49%), followed by 38% from urban areas (38%) and the remaining 13% belong to rural areas.

Figure – 4.5

Education-wise distribution of the Respondents (in %)

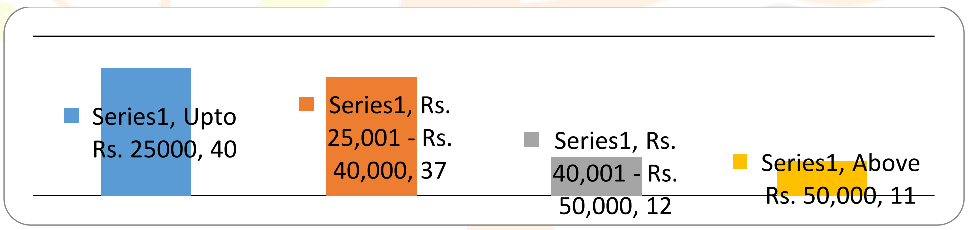


Source: Primary data

The figure -4.5 depicts that the educational qualification of respondents. It is clear that a vast majority, (92%) of the respondents are undergraduates while only 8% are postgraduates.

Figure – 4.6

Monthly income-wise distribution of the Respondents (in %)

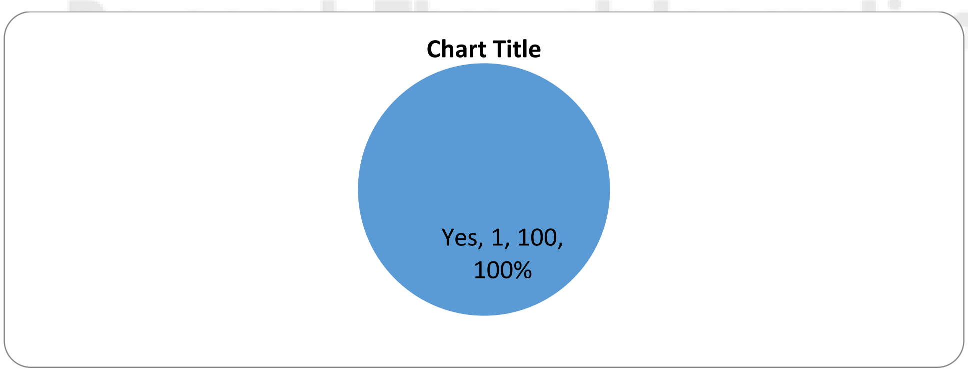


Source: Primary data

The Figure – 4.6 represents the monthly income-wise distribution of respondents. The majority (40%) of respondents fall in the lower income categories earning up to Rs. 25,000 and 37% earning between Rs. 25,001 – Rs. 40,000. On the other hand, 12% of the respondents earn between Rs. 40,001 – Rs. 50,000 and 11% earn above Rs. 50,000.

Figure – 4.7

Willingness to purchase through Online Shopping (in %)

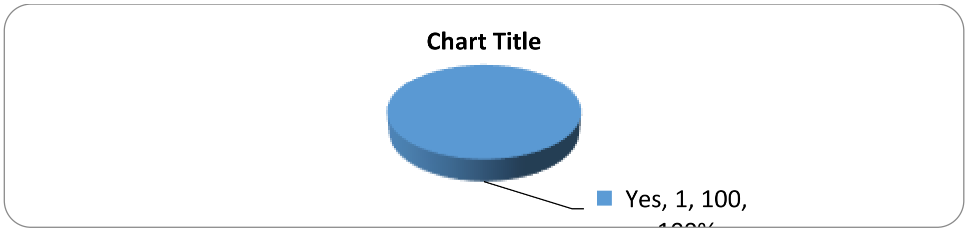


Source: Primary data

Figure – 4.7 shows that willingness of purchase through online shopping of the respondents. It reported that 100% of the respondent having willingness to product purchase through online shopping.

Figure – 4.8

Experience of product purchase through Online Shopping (in %)



Source: Primary data

Figure – 4.8 shows that prior experience of product purchase through online shopping of the respondents. It reported that 100% of the respondent had an experience to product purchase through online shopping.

Table – 4.1

Preference of Product Categories in Online Shopping

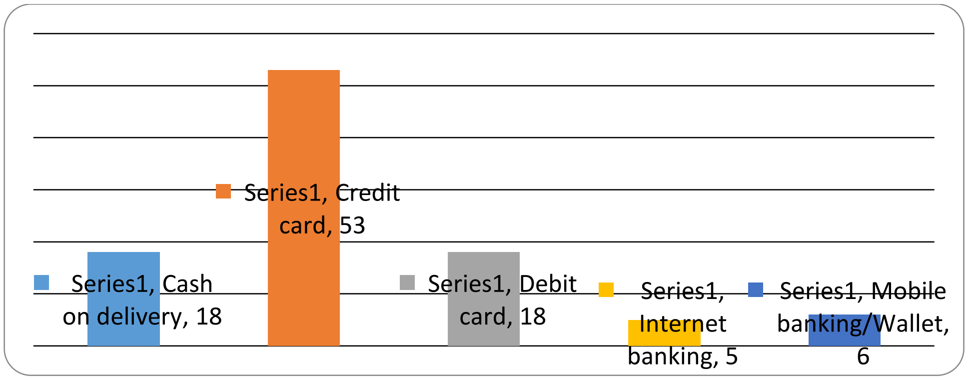
	Garret's score	Mean score	Rank
Electronics	5885	58.85	I
Sports products	989	9.89	VII
Cosmetics	1974	19.74	II
Grocery	277	2.77	IX
Toys	303	3.03	VIII
Footwear	1141	11.41	VI
Bag and wallets	1394	13.94	V
Clothing	1664	16.64	III
Kids fashion	1513	15.13	IV

Source: Primary data

Table – 4.1 shows that the Garrett Ranking analysis towards produce preference through online shopping among the respondents. It indicates that Electronics is the most preferred product category among respondents, securing the first rank with the highest mean score of 58.85. this is followed by Cosmetics (Rank – II, Mean Score 19.74), Clothing secured third rank with mean score 16.64, Kids' fashion secured fourth rank with mean score 15.13 and Bags & Wallets secured fifth rank with mean score 13.94. On the other hand, categories such as Footwear (Rank VI, Mean Score11.41) and Sports Products (Rank VII, Mean Score 9.89) are less preferred. The least favored categories are Toys (Rank VIII, Mean Score 3.03) and Grocery (Rank IX, Mean Score 2.77) showing that respondents rarely prioritize these items in their online purchases.

Figure – 4.9

Preference of payment mode on Online Shopping (in %)



Source: Primary data

The Figure – 4.9 shows that the respondents' preferred mode of payment for online shopping. Majority (53%) of the respondents, prefer using credit cards, making it the most preferred payment method. Both cash on delivery and debit card are equally preferred by the respondents, 5% of the respondents were preferred internet banking and the remaining 6% are mobile banking/wallets.

Table – 4.2

Preference of Online Shopping Service Provider

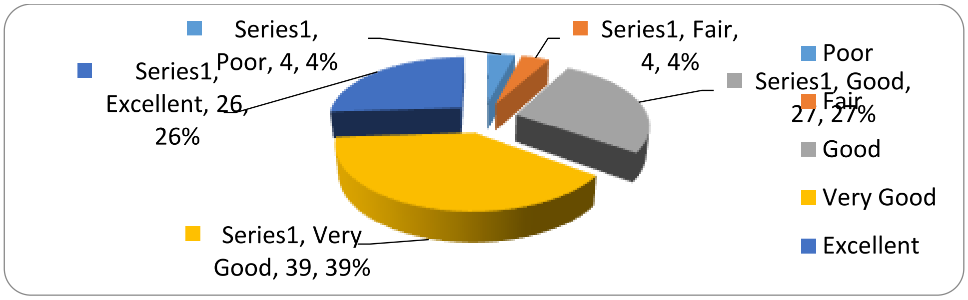
	Garret's Score	Mean score	Rank
Flipkart	6500	65	I
Amazon	1610	16.1	II
Myntra	1492	14.92	IV
Bigbasket	786	7.86	IX
Jabong	944	9.44	VIII
Shoppers stop	1132	11.32	VII
Nykaa	1281	12.81	VI
Snapdeal	1516	15.16	III
Meesho	1308	13.08	V

Source: Primary data

The Garrett Ranking analysis reveals that among the various online shopping service providers, Flipkart (Rank I, Mean Score 65), Amazon (Rank II, Mean Score 16.1), Snapdeal (Rank III, Mean Score 15.16) emerged as the most preferred platforms . This indicates that majority of the respondents favor these platforms for their online shopping needs, possibly due to factors such as product variety, pricing, discounts, and delivery efficiency. Myntra (Rank IV, Mean Score 14.92), Meesho (Rank V, Mean Score 13.08), Nykaa (Rank VI, Mean Score 12.81), and Shoppers Stop (Rank VII, Mean Score 11.32) hold moderate preference among respondents. Meanwhile, Jabong (Rank VIII, Mean Score 9.44) and Bigbasket (Rank IX, Mean Score 7.86) showing limited consumer preference in comparison to other providers.

Figure – 4.10

Perception towards services of Preferred Online Shopping Website



Source: Primary data

Figure – 4.10 illustrates how respondents rate the services of their preferred online shopping platform. The majority (39%) of the respondents rated the services positively describing themas 'Very Good' and 27% as 'Good' and 26% rated the services as 'Excellent', showing a strong level of satisfaction overall. Only 4% of the respondents rated the services as 'Fair' and another 4% as 'Poor', indicating minimal dissatisfaction.

Ho: There is no significant relationship between gender, age group, marital status, area of residence, education, monthly income of the respondents and perception towards services of preferred online shopping website

Table – 4.3

Relationship between demographic factors and Perception towards services of preferred Online Shopping Website

	N	Chi-square value	df	Asymp. Sig.
Gender * Perception towards services of preferred online shopping website	100	4.457	4	0.348
Age group (in years) * Perception towards services of preferred online shopping website	100	8.614	12	0.735
Marital status * Perception towards services of preferred online shopping website	100	2.466	4	0.651
Area of Residence * Perception towards services of preferred online shopping website	100	9.979	8	0.267
Education * Perception towards services of preferred online shopping website	100	3.769	4	0.438
Monthly Income (Rs. per month) * Perception towards services of preferred online shopping website	100	6.368	12	0.896

Table 4.3 shows that the calculated values of chi-square between gender, age group, marital status, area of residence, education, monthly income of the respondents and perception towards services of preferred online shopping website statistically not significant at five percent level. Therefore, null hypothesis is accepted. It can be reported that there is no significant relationship between gender, age group, marital status, area of residence, education, monthly income of the respondents and perception towards services of preferred online shopping website.

V. CONCLUSION

This study highlights that while credit cards are the most trusted and widely used payment method, cash on delivery and debit cards continue to hold importance. Flipkart dominates consumer preference, followed by Amazon and Snapdeal, while other specialized platforms attract only a smaller segment of users. This study shows that online shopping is largely driven by electronics, fashion, and beauty products, while essential items like groceries and niche categories such as toys and sports products attract minimal consumer preference. According to the consumers perception, clearly suggests that most respondents are highly satisfied with the services provided by their chosen online shopping platforms, reflecting a generally positive customer experience. The Chi-square analysis was conducted to examine whether demographic factors significantly influence the perception of respondents towards services of their preferred online shopping website. For all the variables tested gender, age, marital status, area of residence, education, and monthly income does not statistically significant relationship. Thus, it can be concluded that perceptions about the quality of services of online shopping websites are broadly similar across different demographic groups.

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