

A STUDY TO ANALYSE THE LEVEL OF PERCEPTION TOWARDS ONLINE SHOPPING AMONG CUSTOMERS IN TIRUPUR DISTRICT

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Abstract

The Internet is a global communication medium that is increasingly being used as an innovative tool for marketing goods and services. The Internet has added a new dimension to the traditional nature of retail shopping. The internet offers many advantages over traditional shopping channels and the medium is a competitive threat to traditional retail outlets. Globally, customers are rapidly adopting Internet shopping and shopping online. It is becoming popular in China. If online marketers and retailers know and understand the factors affecting customers perception in online shopping. Objectives of the study, To analyse the level of perception towards online shopping customers in Tirupur District. Methodology of the study, Descriptive research design has been used in this study. Tirupur District is Sampling unit. Online shoppers are respondents are in this study. 120 respondents are used in this study. Primary as well as secondary data have been collected.. A convenience sampling method has used in this study. Primary data collected through structured questionnaires. Secondary data has been collected through various websites, magazines, books etc., data was collected during the period from July 2025 to September 2025. Suggested this study, Due to supply of good quality of their goods, the shoppers are attracted by online markets. Conclude this study, understanding customers's need for online selling has become a challenge for marketers. Especially understanding the customer's purchasing intention about online shopping; Making improvement in the factors that influence customers to shop online and working on factors that affect customers to shop online will help marketers to gain the competitive edge over others.

Keywords: Time saving, easy buying, wide variety.

INTRODUCTION

Online shopping, a subset of electronic commerce (e-commerce), allows customers to purchase goods and services directly from sellers via the internet using web browsers or mobile applications. This mode of shopping has not only transformed traditional retail but also emerged as a dominant trend, particularly in emerging markets like India. As internet penetration increases and digital platforms become more sophisticated, Indian customers are gradually adopting e-commerce, with their attitudes toward online purchasing evolving positively over time. Factors such as the convenience of 24/7 access, the ability to compare prices effortlessly, and the wide variety of products available online have significantly contributed to the growing popularity of e-commerce in India. In parallel, understanding customer behavior. The study of how individuals make decisions regarding the acquisition, use, and disposal of goods and services has become more crucial than ever for businesses. Modern marketing strategies hinge on accurately predicting customer preferences and adapting to their evolving needs. For companies to remain competitive and relevant in the fast-paced digital marketplace, continuous innovation and a keen understanding of customer behavior are paramount.

STATEMENT OF THE PROBLEM

"A study on customer satisfaction in online purchase with special reference to Tirupur district". The topic is designed to improve customer satisfaction towards online purchases in Tirupur district. The research is also directed towards finding various factors causing satisfaction and dissatisfaction towards various services rendered by online platforms. The study also covers the problems faced by the customers while using online purchases.

REVIEW OF LITERATURE

Zia UI Haq (2009) conducted a study on "Perception Towards online shopping: An Empirical Study of Indian customers" to identify the factors that influence customers' perception towards online shopping. The data for the study was collected through structured questionnaires. The study found that, website quality, commitment factor, customer service and security are the four key factors that influence customers perception towards online shopping. The study revealed that, the perception of online shoppers is independent of age and gender.

Nir Eyal (2024)

Eyal will likely focus on the continued evolution of how e-commerce platforms engage customers, especially with the increasing sophistication of AI-driven personalization. He might explore how online shopping becomes more addictive and integrated into daily routines, with companies using advanced algorithms to nudge customers toward purchases at the right moment. Expect a

deeper dive into habit- forming technologies, including those used for product recommendations, subscription services, and micro-purchases. Behavioural design is mostly considered.

Ben Thompson (2023)Thompson has written extensively about the role of platforms in online shopping. He has highlighted how companies like Amazon and Shopify have used their ecosystem of services (cloud computing, logistics, and payment solutions) to maintain dominance. His analysis also touched on the growing role of artificial intelligence in optimizing the online shopping experience. Voice assistants like Amazon Alexa and Google Assistant became more integrated into shopping habits, allowing customers to make purchases using voice commands. This trend continued to rise, particularly for repeat purchases or low cost items

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OBJECTIVES OF THE STUDY

- To analyze the perception of customers towards online shopping.
- To identify the factors influencing customers' preference for online shopping.
- To examine whether the **frequency of online shopping** differs significantly between **male and female customers** in Tirupur District.

SCOPE OF THE STUDY

The scope of the study is to identify the reasons for purchasing online shopping and factor influences in online shopping with selected parameters and to identify the factors considered in online purchases. This study also covers the reasons for online shopping and to understand the buyer's opinion about online Shopping.

RESEARCH METHODOLOGY

Research Design

Descriptive research design is used to analyze customer perception.

Area of Study

Tirupur District, Tamil Nadu.

Sampling Method

Convenience sampling method.

Sample Size

140 respondents

Data Collection:

- Primary Data: Collected through a structured questionnaire.
- Secondary Data: Gathered from journals, research articles, newspapers, and websites.

Tools for Analysis:

Percentage Analysis, Chi-square Test, and Likert Scale are used to interpret the data.

DATA ANALYSIS AND INTERPRETATION CHI-SQUARE ANALYSIS

Hypotheses

- **Null Hypothesis (H_0):**
There is no significant relationship between gender and frequency of online purchases among customers in Tirupur District.
- **Alternative Hypothesis (H_1):**
There is a significant relationship between gender and frequency of online purchases among customers in Tirupur District.
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Gender	Frequent	Occasional	Rare	Total
Male	30	25	15	70
Female	20	35	15	70
Total	50	60	30	140

Calculated χ^2	Table χ^2	DF	Decision
3.666	5.991	2	Accept H_0

The calculated chi square value (3.666) is lesser than the table value (5.991), Hence the null hypothesis is accepted at 5% level significance. It can be concluded that there is no Relationship between **Gender** and **Frequency of online purchases** among customers in Tirupur District.

RANKING ANALYSIS OF FACTORS INFLUENCING OF ONLINE PURCHASE

S.No	Factors	HS (5)	S (4)	N (3)	D (2)	HD (1)	Total	Rank
1	Convenience of Shopping	40	50	25	15	10	140	1
2	Price and Discounts	35	45	30	20	10	140	2
3	Product Quality	25	40	35	25	15	140	4
4	Delivery Service	30	45	30	25	10	140	3
5	Payment Security & Trust	20	40	40	25	15	140	5

From the ranking analysis, it is found that “**Convenience of Shopping**” is ranked **first**, indicating it is the most influencing factor among customers. “**Price and Discounts**” holds the **second rank**, followed by “**Delivery Service**” in the **third rank**. “**Product Quality**” is placed in the **fourth rank**, and “**Payment Security & Trust**” occupies the **fifth rank**.

SUGGESTIONS

- ❖ E-commerce platforms should focus on enhancing **payment security and trust** to improve customer confidence in online transactions.
- ❖ Offering **better discounts and reliable delivery services** can further increase customer satisfaction and loyalty.
- ❖ Regular feedback collection from customers will help identify changing preferences and maintain a **positive online shopping experience**.

CONCLUSION

The study on customers' perception towards online shopping in Tirupur District reveals that most respondents have a **positive attitude** towards online purchasing due to its **convenience, attractive pricing, and easy accessibility**. Among the various factors, convenience of shopping ranked highest, while payment security and trust received the least satisfaction, indicating the need for improvement in that area. Overall, the findings highlight that online shopping has become a **preferred mode of purchase** for many customers, provided that **trust, service quality, and secure payment systems** are continually strengthened.

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