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## **A STUDY ON IMPACT OF CUSTOMER PREFERENCE TOWARDS ONLINE SHOPPING WITH REFERENCE TO ERODE**

**Mrs. M. NITHYA, MBA., M.COM., PGDFI.,**

**&**

**S. MYNTHURI ISWARYA, MBA.,**

Department of Management Studies - PG  
 K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

### **Abstract**

*Now days the life style of the people is different. People feel uncomfortable and time consuming for going crowded markets. So, E-Shopping is a boon as it saves lot of time. Online shopping is a process whereby consumers directly buy goods, services etc. from a seller without an intermediary service over the Internet. Shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. So it is very convenient for them to shop Online. One of the most enticing factors about online shopping, particularly during holiday season is, it alleviates the need to wait in long lines or search from a store for a particular item. Variety of goods are available in online. So the researcher want to know the preference of the consumers. The sample size of the study is 110 respondents. The sampling technique used was convenient sampling. The research is Descriptive in nature. The statistical tools used for analyzing hypothesis is CHI – SQUARE test method. From this study the satisfaction level of the customers in online shopping and awareness about the online shopping. The study also collects respondents suggestions about online shopping.*

**Keywords:** Online shopping, Customer Preference, ANOVA.

### **INTRODCUTION OF THE STUDY**

In present scenario, consumers and organizations are carrying out extensive and rapidly increasing volumes of business on the internet. The online shopping/ E shopping is method of electronic commerce for conducting businesses [end to end process] it is shifted from real market to digital market. At present all businesses are doing business over the internet. It allows consumers to directly buy goods/sell/get services over the internet by using the web browser. Michael Aldrich made invention and introduced online shopping in 1979. Day by day internet usage is increasing, so also the prospect of online marketing is increasing in Bahrain as well. For example, e web-store, e store, Internet shop, web shop, web store, online store and virtual stores evokes the physical analogy of buying products/ services at a bricks and mortar retailer/shopping centre.

### **STATEMENT OF THE PROBLEM**

An increasing number and variety of firms and organizations are exploiting and creating business opportunities on the Internet statistics indicate the repaid growth in the field of virtual shopping. With this emerging field of shopping the interest of marketers is also increasing in studying what actually motivates consumers to shop online. Fierce competitions among online sellers have

forced them to gain the competitive edge in the field of virtual shopping. As online shopping is a new medium so the consumer behavior in the field of online shopping. In order to gain competitive edge in the market, marketers need to know the consumer behavior in the field of online shopping. So it is important to analyse and identify the factors which influence consumers to shop online in order to capture the demands of consumers.

#### **OBJECTIVES OF THE STUDY**

- To investigate how socio-demographic affect consumers preference towards online shopping.
- To discover the key factors that influence online buying behavior of consumers.
- To identify the determinants of online purchase intention among customers.

#### **SCOPE OF THE STUDY**

Attitude toward online shopping and goal to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by other factors like consumer individuality, situational factors, product distinctiveness, previous online shopping understanding and faith in online shopping. Therefore, understanding who are the ones consuming and why they choose to use or keep away from the Internet as a distribution channel, is a critical matter for both e-marketing managers and consumer thinkers. The scope of the study is confined only the Erode District with special reference to the customers those who are purchasing goods through online.

#### **LIMITATIONS OF THE STUDY**

- The study period was very short period, so choose only Erode town.
- The research was conducted with the using online shopping customers.
- There were changes of biased answers from the respondents without to shop while in the comfort of your own home.
- To analyze the comparison of online shop website.
- This study finds out only 150 respondents and limited area in Erode town.

#### **LITERATURE REVIEW**

**Khalifa and Limayem (2018)** in a research entitled “Drivers of internet shopping” applied well-established behavioral theories to explain Internet consumer behavior. Then, they conducted a longitudinal survey study to identify key factors influencing purchasing on the Web and to examine their relative importance. The researcher had used the tools like simple charting and tabulation for data analysis purpose. After the data analysis and interpretation, the researcher concludes that Indian customers are also getting addicted to the online shopping and they do like various features of online shopping as by rest of the world. The results indicate that the intentions of Internet consumers are significantly affected by the perceived consequences of online shopping, the consumers’ attitudes towards it, and social influence.

**Shanshan Ma et (2019)** Consider a manufacturer's two marketing strategies: sell one product in a physical shop, or differentiate the product in some non-essential attribute and sell them in the physical shop and online store respectively. The consumers can be divided into two groups depending on whether or not they are loss averse. This paper explores whether the manufacturer should engage in online selling. If so, how does the manufacturer set an appropriate discount price and how many products should the manufacturer make available for each channel We obtain the optimal discount strategy and product quantity under the conditions of different online profit margin and different expected consumer valuation. Finally, we analyze the influence of expected consumer valuation, valuation variability, and the degree of loss aversion to the optimal discount price and optimal expected profit.

**ParkThaichon (2020)** The aims of this research are to develop an understanding of children perception of online shopping and to explore the extent of its adoption within the retail sector. This study also endeavors to investigate the role of age in the development of children's perceptions of online purchase. Semi-structured interviews were conducted with 35 children aged 8–15 years old, and 28 parents in Australia. Template analysis was carried out to analyse the data. The results show that children aged 8–11 and aged 12–15 were different in their behavior and perceptions of online shopping. The results from the interviews suggest that the level of children's online shopping varies and is influenced by many factors, such as age, parental guidance, social networks, and peer influence. In terms of the originality, the study provides empirical evidence relating to children's

perceptions and behavior in the online environment as consumers, which remain under-researched in the marketing literature. Moreover, the role of children's age was incorporated in the study, allowing more insights to be obtained.

**Samson Yusuf Dauda (2021)** The importance of service delivery technology and online service adoption and usage in the online shopping industry has received an increased discussion in the literature in recent years. Owing to the fact that Strong online shopping services are important drivers for online shopping performance and customer service delivery; several studies have been carried out on online banking service adoption or acceptance where services are already deployed and on the factors that influence customers' adoption and use or intention to use those services.

**RakhiThakur (2022)** This study aims at understanding the role of customer engagement in writing online reviews by shoppers with specific focus on online shopping for shopping. Online shopping are becoming first screen for the customers and are being used by marketers to have interactive communication making it more suitable for building customer engagement. The research in this space however is in a very nascent stage. Current study is one of the first few empirical studies exploring the role of customer engagement in writing online reviews. The researcher had used "ANNOVA" method for the analysis of data. After the data analysis, the researcher concludes that the gender does impact Possession of internet and Frequency of online purchase of consumer's occupation is a demographic variable which does not impact any of the variables.

**Karayanni (2023)** concluded that "enjoyment" results from the fun and playfulness of the online shopping experience, rather than from shopping task completion. The purchase of goods may be incidental to the experience of online shopping. Thus, "enjoyment" reflects consumers' perceptions regarding the potential entertainment of Internet shopping found "enjoyment" to be a consistent and strong predictor of attitude toward online shopping.

#### FINDINGS

- It is Majority 33.6% of the respondents are age group below 18 years.
- Majority of 57.3% of the respondents are Male category.
- Majority 41.8% of the respondents are PG graduate qualification.
- Mostly of monthly income in 50% of the respondents are 10,001-20,000.
- Majority of 60.9% of the respondents are Rural in place of living.
- It is Majority 59.1% of the respondents are Electrical & Electronics goods in purchase on the online shopping.

#### SUGGESTION

- As study revealed that online shopping satisfaction regarding after sale service is low in case of consumer durables
- To improve the authorized service station in interior parts of rural areas
- It is suggested the marketers should concentrate on product quality as well as suited price
- For this purpose all the efforts need to be made to reduce the production cost so that the price may be reduced
- To attract the consumers companies can organize village fairs and product and service.
- Market penetration takes place in the interiors of markets without the manufacturer having to expand his direct stock point network.
- In this system small companies will tie up with a leading company that already has a presence in the rural market to distribute products through its distribution network.

#### CONCLUSION

The study shows that the opinion leader and retailers are the influential sources of information's for consumers. Manufacturers should strive to popularize the field of advertising in the rural scene by making use of this source. For this purpose, special incentives should be given to the retailers Marketing decision should be taken in the light of research findings and feedback received from rural trade network and consumers. Data based market segmentation should be done to serve the market effectively. Sales force must be specially trained to adjust to the consumers and adopt salesmanship techniques to tap market potential. In some cases, it would be worthwhile to recruit sales people from rural areas itself, so that sales can be promoted at relatively low cost. Compensation plans, sales quotas and territory plans should be worked out by keeping in mind the market.

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