



A Study On Consumer Opinion and Perception of E-Shopping in Namakkal District.

Dr.S.Vijayalakshmi, Assistant Professor in PG and Research Department of Commerce,
Erode Arts and Science College (Autonomous), Erode – 638009.

Ms.S.Selvarani, (Part Time) Ph.D. Research Scholar in PG and Research Department of
Commerce, Erode Arts and Science College (Autonomous), Erode – 638009.

Abstract- This article investigates customer perceptions of online shopping in Namakkal district. The study explores how these perceptions influence shoppers' daily decisions. Customer perception is impacted by various factors, including advertising, reviews, public relations, social media, and personal experiences. Nowadays, customers are excited about online shopping due to the wide range of internet options available. The questionnaire was developed using insights from previous research and feedback from a pilot study. The results show that customers are likely to continue online shopping for products through websites like eBay and Flipkart. The study suggests that advertisers should pay attention to each customer's efforts in the market, considering the impact of television ads on online shopping behavior.

Keywords- Customer Perception, online shopping, Consumer behavior, Websites

I. INTRODUCTION

Online shopping, or e-shopping, has become a popular way to do business. Convenience, a large selection, time savings, and the ease of price comparison are its main drivers on a global scale. The way that people shop has been drastically altered by the digital revolution in retail. Customers in India are increasingly valuing the convenience, wider selection of products, time savings, and price comparison that come with e-shopping, or buying goods or services online.

Wikipedia. Because of the widespread use of smartphones, reasonably priced high-speed internet, and digital payment methods like UPI, e-commerce in India is expected to grow at a compound annual growth rate (CAGR) of 18.7% to reach around USD 147.3 billion in 2024. Urban and rural penetration gaps still exist despite advancements, particularly in semi-urban and rural districts like Namakkal.

Objective:

- To evaluate the relationship between consumer perceptions of e-shopping and demographic factors (age, income, and education)
- To assess how infrastructure, marketing strategies, digital literacy, and trust all influence intentions.
- to determine the main obstacles and drivers of e-commerce adoption in Namakkal District.
- provide useful information to legislators and marketers in order to improve digital commerce in this area
- Scope of The Study :
- Stress that your research builds on previous findings while incorporating contemporary trends. For example, you could look at how mobile apps are used, advertisements in vernacular languages, or tactics for boosting trust.
- Present the district as a typical semi-urban area where research results may help develop strategies that work in other comparable Indian locations.



II. MATERIALS AND METHODS

A straightforward survey was used to collect data for this study. It was given to random shoppers in local areas and to students in Namakkal district. The survey questions came from previous studies about electronic shopping behaviors [1, 2, 3, 4, 5, 6, 7, 11, and 12]. These questions aimed to gather information about the subjects' views on online shopping, particularly their interest in it. To ensure the questions were clear, four professors and nine researchers reviewed them. Revisions were made based on their feedback. The survey includes 52 questions. Aside from seven demographic questions, the remaining 17 questions focused on the subjects' perceptions as online shoppers.

The questions were randomly collected from different regions within Namakkal district, both urban and rural areas. A total of 210 questionnaires were collected. Out of these, one hundred fifty (150) individuals responded to the survey. However, sixty responses were incomplete and excluded from the results. Details on the subjects' demographics are provided in Tables 1 and 2 below.

Gender			
Male 96(64%)		Female 54(36%)	
Age (in years)			
18-25 42(28%)	26-35 48(32%)	36-40 39(26%)	41 and above 21(14%)
Marital Status			
Married 54(36%)		Unmarried 96(54%)	
Educational Qualification			
Up to 10 th 24(16%)	Up to 12 th 33(22%)	UG 57(38%)	PG and above 36(24%)
Occupation			
Farmer 21(14%)	Employee 15(10%)	Professional 15(10%)	
Business 24(16%)	House wife 5(3.3%)	Student 70(46.7%)	
Family income (per annum in lakhs)			
Below 2 30(20%)	2-4 66(44%)	4-6 33(22%)	Above 6 21(14%)
Place of residence			
Urban 72(48%)		Semi-urban 42(28%)	
Rural 36(24%)			
Methods of payment while purchasing in online			
Credit Card 39(26%)		Cash on delivery 75(50%)	
Transfer Online 36(24%)			
Most preferable website to purchase product			
Flipkart 51(34%)		Amazon 24(16%)	
EBay 27(18%)		Snapdeal 30(20%)	
Others 18(12%)			

Research Design and Philosophical Framework

Design: Use a mixed-methods approach (both quantitative and qualitative) to get a full picture of consumer trends and individual experiences.

Philosophical Approach: Combine:

Positivist components—facilitating objective assessment via surveys and statistical evaluation.

Interpretivist components—facilitating the comprehension of consumers' meanings and contexts through interviews or mobile ethnography.

III. RESULTS AND DISCUSSION

Table 1: Subjects' Demographics

Table 1 clearly shows the genders of the respondents, with 64% of online shoppers identified as male. Most respondents in the 26-35 age group (32%) preferred online shopping in Namakkal district,



covering both urban and rural areas. Most of the respondents (54%) were unmarried, and they preferred online shopping due to time constraints in their busy schedules. A significant number of respondents (38%) were undergraduates who chose online shopping for its convenience. The majority of respondents (46.7%) were students who favored online shopping because they can access the internet anytime to learn about products.

When it comes to payment methods for online purchases, 50% preferred cash on delivery. Many respondents do not trust online payment methods, which is common in India, where most customers choose this approach.

Table: 2 ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	54.204	3	18.068	26.207	.000
Within Groups	100.656	146	.689		
Total	154.860	149			

In Table 2, we examined the age of the two groups (3rd question) and their preferred website for product purchases (13th question).

NULL HYPOTHESIS (H₀)

There is no significant difference between age and the preferred website for purchasing products.

INTERPRETATION

From the table, we noted that the calculated value (0.00) is less than the table value (0.05). Therefore, we rejected the null hypothesis and concluded that there is a significant difference between age and the preferred website for purchasing products.

IV. CONCLUSION

Consumer perceptions of online shopping vary from person to person. This perception is somewhat limited by the availability of proper internet connectivity, and we need to improve exposure to online shopping to enhance customer satisfaction. Consumers share similarities and differences based on their personal characteristics, usage, needs, and demands. The study shows that students are more attached to online shopping than older individuals, who tend to shop online less than younger ones. Therefore, awareness should be promoted in the future. Finally, we suggest that online transactions should be flexible for customers looking to shop.

REFERENCES

1. Dolatabadi, H. R., & Poursaeedi, A. (2012). An Analysis of Factors Affecting onOnline Shopping Behavior of Consumers. *International Journal of Marketing Studies* , 4 (5), 81-98.
2. Kannaiah, D. (2015). Consumers' Perception on Online Shopping. *Journal of Marketing and Consumer Research* , 13, 14-20.
3. Khitoliya, P. (2014). Customers Attitude and Perception Towards Online Shopping. *Indian journal of research* , 3 (6), 18-21.
4. . (2015). Customer perception and response towards online Marketingin chennai city. *Asia Pacific Journal of Research* , 1 (XXVII), 44-56.



5. , P. (2013). A Study on Customer Perceptions towards Online Promotions. IRC'S international journal of multidisciplinary research in social & management sciences , 1 (3), 116-124.