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## Consumer preferences towards online shopping

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### Abstract

Online shopping system permits a customer to submit online orders for items and services from a store that serves both walk-ins - customers and online customers. The online shopping system presents an online display of an order cut-off time and associated delivery windows for items selected by the customers. The online shopping system does not settle with the credit supplier of the customer until the item selected by the customer is picked from inventory but before it is delivered. Therefore the customer can go online and make changes to the order. When ordering goods, many shopping systems provide virtual shopping cart, for holding items selected for purchase. The successive items selected for purchase are placed into the cart until a customer completes their shopping. Virtual Shopping Carts may be examined at any time and their contents can be edited or deleted at the option of the customer. Once the customer decides to submit a purchase order, the customer may print the contents of the virtual shopping basket in order to obtain a hard copy record of the transaction.

### Introduction

Online shopping is the process whereby consumers directly buy goods, services etc, from a seller interactively in present time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the internet. Shoppers can visit web stores from the comfort of their house and shop as buy sitting in front of the computer. Online shopping has been grown in popular over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. 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 store for a particular item. Consumers buy a variety of items from online stores. In fact, people can purchase anything from the companies that provide their products in online. Books, clothing, house hold appliances, toys, hardware, software, and health insurance are just some of the hundreds of products that consumers can buy from an online store. Online shopping has influenced society by allowing for a more convenient lifestyle. As a result, people from all over the world have benefitted from it. As it enabled for variety, quick service and reduced prices.

Online shopping is an important aspect of the retail industry at this new era. The online medium, a hybrid of multiple communication technologies, offers a multitude of *communication functions, including marketing. As a marketing communication channel, the Internet has attracted nearly one- third of its users to try online shopping during the decade when it became commercialized. This study is to identify the factors that influence the consumers to go for online shopping than the retail shopping. As a result indicate that convenience, income, age range and product type, influence consumer intention to engage in online shopping.*

### Objectives of the Study

1. To find out the level of satisfaction of respondents.
2. To analyses the preferences of the sample respondents
3. To find out the problems faced by the respondents while shopping On-line.



### Statement of the problem

There are millions of people pre-occupied with online shopping and each of them is a potential customer for a company providing online sales. Due to the rapid development of the technologies surrounding the internet, a company that is interested in selling product from its website will constantly have to search for an edge in the fierce competition. Since there are so many potential consumers, online sellers are able to understand the consumer's wants and needs.

The importance of analyzing and identifying factors that influence the consumer when he or she decides to purchase on the internet is vital. In order to know the new demands, customers are using the internet as the convenient medium for shopping. That is why it is crucial for the online retailers to know that influence the online consumer.

### Methodology:

The consumers accept online shopping has been slower than the expectation of academic. This article studies that consumer attitude and preferences towards online shopping. It was decided that the best method to adopt for this investigation was questionnaire, because it is easier to understand consumer preferences for online shopping.

Participants of this survey forms a population sample of 50 respondents from the Nagercoil town. These respondents come from different backgrounds, ages and professional experience. The data was obtained through questionnaires of a Simple random sampling method.

### Analysis and interpretation of data

The main thrust of the study to explore the customer's satisfaction towards online shopping. The level of satisfaction is analyzed with the help of Likert's 5 point scaling technique.

### Frequency of purchase through online

#### Frequency of Purchase

S.No	Particular	Respondents	Percentage
1	Once a month	26	52
2	Once a week	10	20
3	Twice a month	14	28
4	Never	-	-
	Total	50	100

Source: primary data

It is observed that 52 percent (26) of the respondents are using once in a month for the purpose of purchase a product through online shopping and 28 percent ( 14) respondents are using on line shopping twice a month.

### Level of satisfaction

The customer's satisfaction varies from person to person and product to product. The table below represents the satisfaction of the respondents towards on-line shopping. Likerts 5 point scaling technique is used to find out the level of satisfaction of the sample respondents.

### Level of Satisfaction

S.No	Particular	HS (5)	S (4)	NO (3)	DS (2)	HDS (1)	Total	Mean Score	Rank
1	Simple and easy to access	30 (150)	20 (80)	0 (0)	0 (0)	0 (0)	230	4.6	II
2	Fast Service	24 (120)	24 (96)	2 (6)	-	-	232	4.64	I
3	Secured mode of payment	12 (60)	18 (72)	10 (30)	8 (16)	2 (2)	120	2.4	IV
4	Save Time	30 (150)	16 (64)	-	-	4 (4)	218	4.36	III
5	Description of products are very accurate	14 (70)	18 (72)	12 (36)	4 (8)	2 (2)	118	2.36	V

Source: primary data

The table shows that the level of satisfaction of the sample respondents. It is evident that, the first rank is given to 'Fast service' with a mean score of 4.64. The second rank and third rank is given to 'Simple and easy to access' and 'Save time' with a mean score of 4.6 and 4.36 respectively. And finally fifth rank is given to 'Description of product are very accurate' which mean score is 2.36. Most of the people prefer shopping through online because their services are very fast than the traditional shopping.

#### Problems faced by the online shopping

In the competitive world everything is complicated and risky particularly making any transaction through internet. Even though online shopping offers a higher level of convenience, the consumer ultimately makes the choice to which type of shopping channel they wish to purchase their products.

#### Problems faced by the online shopping

SNo	Particular/weight	Agree	NO	Dis - agree	Total	Mean score	Rank
1	Waiting to receive the product	42 (126)	6 (12)	2 (2)	140	2.8	III
2	Risk of credit card transaction	38 (114)	8 (16)	4 (4)	134	2.68	IV
3	Risk of identity theft	14 (42)	22 (44)	14 (14)	100	2	IX
4	Difficulty in returning product item	42 (126)	6 (12)	2 (2)	134	2.68	IV
5	Risk of loss of privacy	20 (60)	10 (20)	20 (20)	100	2	IX
6	Not skilful with internet	26 (78)	18 (36)	6 (6)	120	2.4	VIII
7	Lack of trust worthiness of sellers	44 (132)	6 (12)	-	144	2.88	II
8	Complex compared to traditional shopping	32 (96)	14 (28)	4 (4)	128	2.56	VII
9	Not being able to touch product	50 (150)	-	-	150	3	I
10	More expensive	32 (96)	16 (32)	2 (2)	130	2.6	VI

Source: primary data



This table clearly shows that the respondents have given higher weightage to 'Not being able to touch the product' (I rank) with a mean score of 3 and II and III rank has been given to 'Lack of trust worthiness of sellers', 'waiting to receive the product' with a mean score of 2.88 and 2.80 respectively. Most of the respondents are not able to even touch the product if any doubt arises regarding the product.

### Consumer preference towards product through online.

Preference is the desire by every individual for the consumption of goods and services that translate into choice. Even though online shopping reduces the work of the customers they may not prefer the entire product. Each customer has their own preference towards the product according to their level of comfort ability and satisfaction.

### Consumer preference

S.No	Preference	Garrett mean score	Rank
1	Groceries	157.33	XII
2	Fast food	185	IX
3	Cosmetics	196.83	VII
4	Books	223.33	III
5	CD/DVDs	176.17	XI
6	Toys	208.67	V
7	Furniture	195.17	VIII
8	Clothes	267.33	II
9	Computer products	207.17	VI
10	Cinema/ Theatre ticket	216	IV
11	Airplane/Railway tickets	268.67	I
12	Jewellery	181.67	X

Source: Primary data

The above table reveals that the customers preference towards online shopping. In this regard, Airplane/Railway tickets has been ranked first by the respondents with a mean score of 268.67, Clothes has been ranked second with a mean score of 267.33 and third rank has been given to books with a mean score of 223.33. Most of the people prefer online for booking Airplane/Railway tickets.

### Suggestion

1. Online shopping is the ability to the comparison shop easily because there is no need to go to crowded supermarkets or shopping malls during festival seasons.
2. Online shopping sites contain wide variety of goods both high quality and mild-quality keeping in mind the level of people.
3. The consumers can get full information about the product with its reviews being posted by existing users.
4. Online stores provide consumers with a lot of new schemes and discounts on different range of purchases.
5. Online shoppers commonly use credit card or pay pal account in order to make payments. Some other use Cash on delivery, Debit card, Online e-payment, mobile payments, Bank transfer.
6. Hacking is the main problem with the web. Hackers break into a merchant's web sites and steal names, addresses and credit card numbers.

7. Some products are less likely to be purchased online because of the intangible nature of the online products. For example, customers are less likely to buy clothes through online channel because they have no chance to try or examine actual product.
8. In future the customer should not take any decision by the experience of past online shopping.

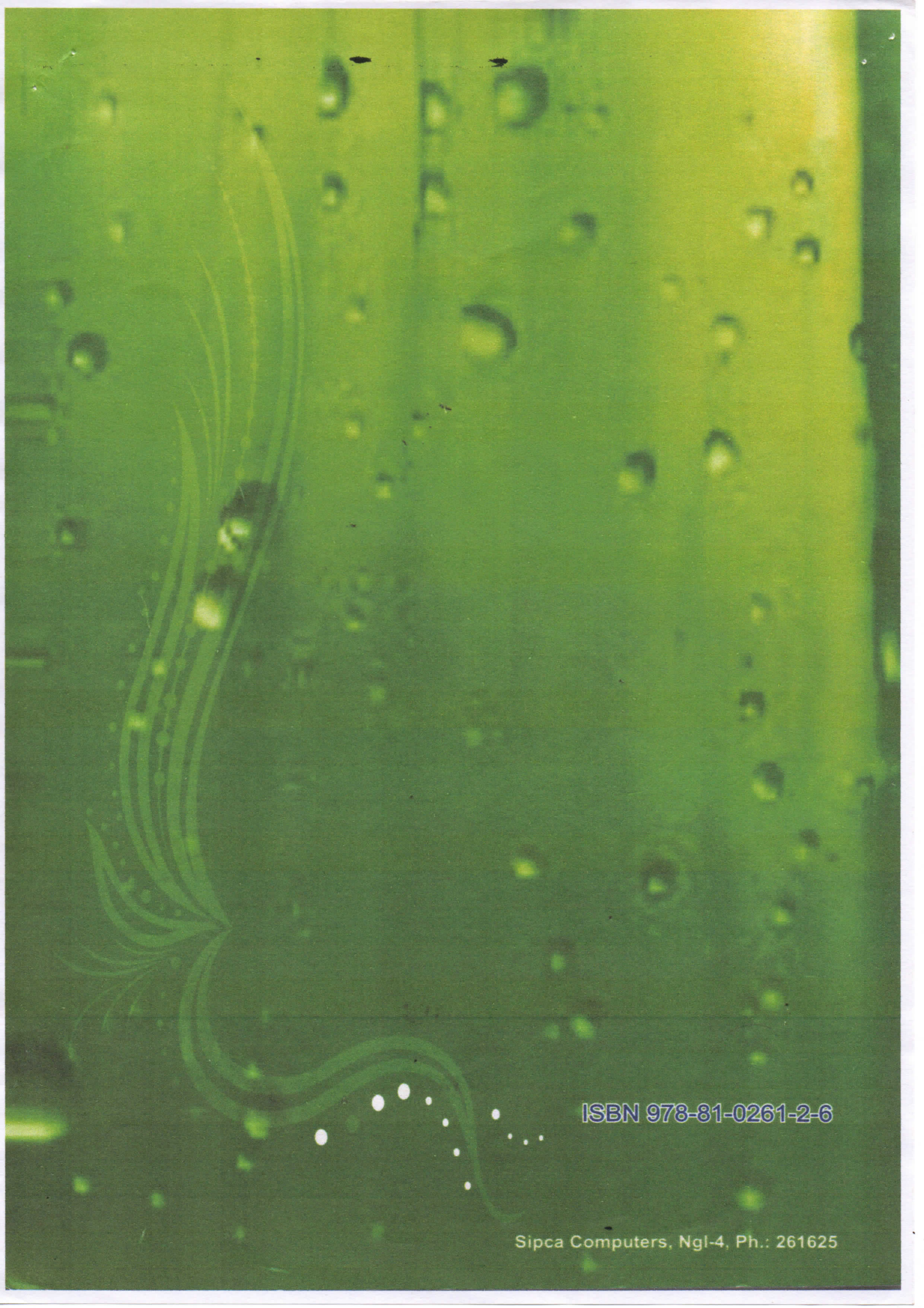
### Conclusions

Online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases. By doing so, society will continue to depend upon online shopping which will allow it to remain a tremendous success in the future.

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