



CUSTOMER’S PERCEIVED BEHAVIOUR TOWARDS ONLINE SHOPPING

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ABSTRACT:

Online shopping has become increasingly popular, with customers exhibiting various behaviors influenced by factors such as trust, convenience, and product variety. This study examines the perceived behavior of customers towards online shopping, aiming to provide insights into the drivers behind their decisions. Through a comprehensive analysis of these factors, businesses can develop strategies to enhance the online shopping experience and increase customer satisfaction.

KEYWORD: Trust, convenience, product variety, online shopping experience, customer satisfaction.

INTRODUCTION:

In recent years, the scenery of retail has undergone a profound transformation with the advent of online shopping platforms transforming the way consumers interact with business. For business looking to prosper in the fiercely competitive e-commerce market, it has become imperative to comprehend customers perceived behaviour towards online shopping. Early in the 1990s, the idea of online shopping first surfaced as a cutting-edge test in the field of electronic commerce. But as internet access has spread and technology has advanced, online shopping has become a powerful force in the retail industry.

Online platforms accessibility, ease of use and vast selection of options have changed customer preferences and purchasing behaviours. Online shopping has been increasingly popular due to its

convenience it allows people to browse and buy things either at home or on the road. Customer's propensity to conduct business online is greatly impacted by worries about the security of their personal and financial information as well as their confidence in the dependability of online merchants. For customers looking for variety and value in their shopping experience, having access to a wide selection of goods from many suppliers often at cheap prices is appealing.

Online reviews, social media endorsements and peer recommendations can have a big influence on what customers decide to buy and how they see online platforms. Customer loyalty and repeat business are influenced by the perceived enjoyment of the online purchasing experience which includes elements like the excitement of making a discovery, waiting for a delivery and feeling satisfied with the entire process. Additionally influencing consumer's attitudes and actions about internet purchasing are cultural norms, societal values and demographic traits. Different consumer categories and geographical locations may have different views towards the use of technology, individuality versus collectivism and general preferences. As a result, engaging diverse client bases may require customized techniques.

STATEMENT OF THE PROBLEM:

The advent of e-commerce has revolutionized the retail landscape providing consumers with unprecedented convenience and accessibility to products and services. This paper aims to explore the intricacies of customer perceived behaviour towards online shopping, examining factors influencing their decisions and the implications for businesses. By addressing the identified gaps in knowledge, this study aims to provide valuable insights for businesses to effectively navigate the dynamic landscape of e-commerce and cultivate long-term customer relationships. The rapid growth of e-commerce has transformed the retail landscape, offering consumers unparalleled convenience and choice.

Despite the increasing popularity of online shopping, there remains a gap in our understanding of customers' perceived behavior towards this mode of shopping. This study seeks to address this gap by investigating the factors that influence customer's perceptions and attitudes towards online shopping. To identify the key factors that influence customers' perceived behavior towards online shopping. Examine the impact of trust, convenience and security on customer's willingness to shop online. And analyze how demographic factors such as age,

gender and income influence customer's attitudes towards online shopping. Explore the role of online reviews and recommendations in shaping customers' perceptions of online shopping.

OBJECTIVES OF THE STUDY:

The following are the objectives focused in this study:

- ❖ To analyse the reason of preferences out of variety of goods available in online shopping.
- ❖ To study the customers satisfaction level towards online shopping.
- ❖ To understand the perception of the customers on online sites.
- ❖ To analyse the impact of purchasing behaviour towards online platforms.

RESEARCH METHODOLOGY:

Sampling design	Simple random sampling
Period of the study	January-March 2024
Data used	Primary and Secondary
Test for analysis	Simple percentage analysis Likert scale technique Garrett ranking technique Chi-square test

LIMITATIONS OF THE STUDY:

- ❖ An important limitation of the study was that the customers were not willing to disclose their views .
- ❖ Responses generated from the respondents are based on their experience, which might have caused errors.
- ❖ The other limitation was the non-cooperative nature of the employee's willingness to give information about their true selves.

RESULT AND DISCUSSION:

CUSTOMER'S FEELS TOWARDS ONLINE PURCHASES:

CUSTOMERS FEEL	FREQUENCY	PERCENTAGE
Highly Satisfied	12	10
Satisfied	59	49.2
Neutral	40	33.3
Dissatisfied	7	5.8
Highly Dissatisfied	2	1.7
TOTAL	120	100

Source: Primary Data

INFERENCE:

From the above table 10% of the respondents are highly satisfied with the online purchases, 49.2% of the respondents are satisfied with the online purchases, 33.3% residence of the respondents are feels neutral with the online purchases, 5.8% of the respondents are dissatisfied with the online purchases and 1.7% of the respondents are highly dissatisfied with the online purchases.

GARRETT RANKING:

ONLINE SITES BASED ON PREFERENCES

S. No	$100(R_{ij}-0.5/N_j)$	Calculated Value	Garrett Value
1	$100(1-0.5)/12$	4.2	84
2	$100(2-0.5)/12$	12.5	73
3	$100(3-0.5)/12$	20.8	66
4	$100(4-0.5)/12$	29.2	61
5	$100(5-0.5)/12$	37.5	56
6	$100(6-0.5)/12$	45.8	53
7	$100(7-0.5)/12$	54.2	49
8	$100(8-0.5)/12$	62.5	44
9	$100(9-0.5)/12$	70.8	40

10	$100(10-0.5)/12$	79.2	34
11	$100(11-0.5)/12$	87.5	27
12	$100(12-0.5)/12$	95.8	18

Particulars	1	2	3	4	5	6	7	8	9	10	11	12
Amazon	92	12	9	1	3	-	1	-	-	2	-	-
Swiggy	61	37	7	3	4	2	-	3	-	2	1	-
Meesho	62	19	28	2	4	-	1	-	1	1	1	1
Flipkart	63	19	11	17	4	2	-	1	-	2	-	-
Zomato	64	14	7	6	19	4	2	-	2	2	-	-
Shopify	56	16	9	3	6	19	4	3	1	1	-	2
BigCommerce	61	10	8	5	7	2	17	3	3	2	-	2
IndiaMART	57	16	9	4	5	3	-	17	3	4	-	2
Myntra	58	16	9	2	7	2	1	-	17	4	1	3
Nykaa	60	13	11	2	6	2	-	-	-	20	3	3
eBay	57	15	10	3	6	2	-	-	-	3	17	7
Others	57	17	8	4	3	4	-	-	1	1	3	22

Source: Primary Data

Particulars	Ranks given by Respondents												Total	Score	Rank
	1	2	3	4	5	6	7	8	9	10	11	12			
Amazon	7728	876	594	61	168	-	49	-	-	68	-	-	9544	79.5	I
Swiggy	5124	2701	462	183	224	106	-	132	-	68	27	-	9027	75.2	II
Meesho	5208	1387	1848	122	224	-	49	-	40	34	27	18	8957	74.6	III
Flipkart	5292	1387	726	1037	224	106	-	44	-	68	27	-	8911	74.2	IV
Zomato	5376	1022	462	366	1064	212	98	-	80	68	-	-	8748	72.9	V
Shopify	4704	1168	594	183	336	1007	196	132	40	34	-	36	8430	70.2	VI
BigCommerce	5124	730	528	305	392	106	833	132	120	68	-	36	8374	69.7	VII

IndiaMART	4788	1168	594	244	280	159	-	748	120	136	-	36	8273	68.9	VIII
Myntra	4872	1168	594	122	392	106	49	-	680	136	27	54	8200	68.3	IX
Nykaa	5040	949	726	122	336	106	-	-	-	680	81	54	8094	67.4	X
eBay	4788	1095	660	183	336	106	-	-	-	102	459	126	7855	65.4	XI
Others	4788	1241	528	244	168	212	-	-	40	34	81	396	7732	64.4	XII

INFERENCE:

From the above table Amazon ranked as I Garratt score 79.5%, Swiggy ranked as II with the score 75.2%, Meesho ranked as III with the score 74.6%, Flipkart ranked as IV with the score 74.2%, Zomato ranked as V with the score 72.9%, Shopify ranked as VI with the score 70.25%, BigCommerce ranked as VII with the score 69.7%, IndiaMART ranked as VIII with the score 68.9%, Myntra ranked as IX with the score 68.3%, Nykaa ranked as X with the score 67.4%, eBay ranked as XI with the score 65.4% and Others ranked as XII with the score 64.4%.

LIKERT SCALE METHOD:

PURCHASING BEHAVIOUR OF CUSTOMERS

Products	Always	Often	Sometimes	Rarely	Never	Total
Cosmetic items	96	6	10	2	6	554
Foods	62	37	12	4	5	507
Dry fruits	60	14	36	5	5	479
Electronic goods	64	14	17	22	3	474
Juice items	62	9	16	8	25	435
Grocery goods	56	15	18	21	10	446
Furniture	58	10	30	10	12	452
Medical items	57	23	15	17	8	464

Dresses	72	18	14	7	9	497
Study materials	64	28	17	6	5	500
Decoration items	62	17	30	6	5	485
Others	61	13	23	14	9	463

Source: Primary Data

Particulars	Average	Rank
Cosmetic Items	4.53	I
Foods	4.22	II
Dry fruits	3.99	VI
Electronic goods	3.95	VII
Juice items	3.62	XII
Grocery goods	3.71	XI
Furniture	3.76	X
Medical items	3.86	VIII
Dresses	4.14	IV
Study Materials	4.16	III
Decoration Items	4.04	V
Others	3.85	IX

INFERENCE:

From the above table 4.53% of the respondents prefer cosmetic items that is ranked as I, 4.22% of the respondents prefer Foods ranked as II, 4.16% of the respondents prefer Study materials ranked as III, 4.14% of the respondents prefer Dresses ranked as IV, 4.04% of the respondents prefers Decoration Items ranked as V, 3.99% of the respondents prefer Dry fruits ranked as VI, 3.95% of the respondents prefer Electronic goods ranked as VII, 3.86% of the respondents prefer Medical Items ranked as VIII, 3.85% of the respondents prefer Others ranked as IX, 3.76% of the respondents prefer Furniture and ranked as X, 3.71% of the respondents are prefers Grocery goods ranked as XI and 3.62% of the

respondents prefer Juice items and that's ranked as XII.

CHI-SQUARE TEST

NULL HYPOTHESIS (H₀): There is no significant relationship between educational level and engage in online shopping.

ALTERNATIVE HYPOTHESIS (H₁): There is a significant relationship between educational level and engage in online shopping.

RELATIONSHIP BETWEEN EDUCATIONAL LEVEL AND ENGAGE IN ONLINE SHOPPING

OBSERVED FREQUENCIES (O)

Educational Level	Engage in online shopping				Total
	Daily	Weekly	Monthly	Rarely	
SSLC	-	8	14	6	28
HSC	1	4	9	8	22
Bachelor's degree	1	9	20	5	35
Master's degree	-	5	10	2	17
Professional course	1	6	6	5	18
Total	3	32	59	26	120

EXPECTED FREQUENCIES (E)

Educational Level	Engage in online shopping				Total
	Daily	Weekly	Monthly	Rarely	
SSLC	-	7.46	13.76	6.06	27.5
HSC	0.55	5.86	10.81	4.76	22

Bachelor's degree	0.87	9.33	17.20	7.58	35
Master's degree	-	4.53	8.35	3.68	17
Professional course	0.45	4.9	8.82	3.9	18.07
Total	2	32.5	59	26	120

CHI-SQARE TEST

Rows and columns	O	E	O-E	(O-E)2	(O-E)2/E
R1C1	-	-	-	-	-
R2C1	1	0.55	0.45	0.20	0.36
R3C1	1	0.87	0.13	0.016	0.01
R4C1	-	-	-	-	-
R5C1	1	0.45	0.55	0.30	0.67
R1C2	8	7.46	0.54	0.29	0.03
R2C2	4	5.86	1.86	3.45	0.59
R3C2	9	9.33	0.33	0.10	0.01
R4C2	5	4.53	0.47	0.22	0.04
R5C2	6	4.9	1.1	1.21	0.24
R1C3	14	13.76	0.24	0.057	0.004
R2C3	9	10.81	1.81	3.27	0.30
R3C3	20	17.20	2.8	7.84	0.45
R4C3	10	8.35	1.65	2.72	0.32
R5C3	6	8.82	2.82	7.95	0.90
R1C4	6	6.06	0.06	0.003	0.0005

R2C4	8	4.76	3.24	10.49	2.20
R3C4	5	7.58	2.58	6.65	0.87
R4C4	2	3.68	1.68	2.82	0.76
R5 C4	5	3.9	1.1	1.21	2.69
Total					10.505

$$X^2 = 10.505$$

Degree of Freedom:

$$= (r-1) (c-1)$$

$$= (5-1) (4-1)$$

$$= 4*3$$

$$= 12$$

Table value = 21.02, Calculated value = 10.505

INFERENCE: The table value for 3 degree of freedom at 5% level of significance is 21.026. It is found that the calculated value 10.505 is less than the table value (21.026>10.505). Thus the result is independent. Hence it is concluded that there is no significant relationship between the education level and engage in online shopping. Therefore Null Hypothesis is accepted.

MAJOR FINDINGS:

- Majority of the respondents are Male.
- Majority of the respondents are from the age group between 18-30.
- Majority of the respondents are studied Bachelor's degree.
- Majority of the respondents are full time workers.
- Majority of the respondents have Rs 100001 to Rs 300000 as their annual income.
- Majority of the respondents are satisfied towards the online purchases.
- Majority of the respondents are monthly engage in online shopping

SUGGESTIONS:

- ❖ Customers are more likely to shop online if they trust the website and perceive it as credible.
- ❖ Customers are influenced by the reputation of the brand when making online shopping decisions.
- ❖ The shopping experience to individual preferences can positively influence customer behaviour.

CONCLUSION:

In conclusion, customer perceived behavior plays a crucial role in the success of online shopping. To succeed in the competitive online shopping environment, businesses must understand these factors and actively manage customer perceptions. By focusing on building trust, enhancing convenience, mitigating risk, leveraging social influence, delivering value, optimizing website design, maintaining brand reputation, personalizing the shopping experience, offering excellent customer service and providing attractive promotions, businesses can effectively influence customer behaviour and drive success in online shopping. Emotional Factors as excitement, trust and fear influence customer behaviour in online shopping. Mobile Shopping influences customer behaviour and perceptions of online shopping.

E-Commerce is a powerful means to connect the unconnected to global trade

-Arancha Gonzalez

WEBSITES:

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