

# A Study on Problem Faced By Consumers towards Online Shopping With Special Reference to Tiruppur District

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**Abstract:** In this era of fast moving lifestyle, customers are busier than what they were few years back. It is precisely for this reason customers are also purchasing their products and services through online shopping. Marketplace is fast turning into e-market place. Due to time constraint and the advent of better communication technologies; online purchasing has gradually taken shape. Objectives of the study, to analyse the problem faced by consumers towards online shopping with special reference to Tiruppur district. Methodology of the study, this study has used descriptive and analytical. Primary as well as secondary data were used in this study. 750 respondents were used in this study. Convenience sampling method has used in this study. Descriptive statistics and ANOVA has used in this study. Tiruppur district is sampling unit of this study. Suggested in this study, Majority of the respondents aware about the online shopping through advertisements, frequently purchase the products through online sites. Purchase their products through Flipkart, prefer to buy electrical and electronics goods prefer quality in their purchase. Conclude this study, online companies should understand the customer behavior in order to make decision to purchase the online products or services that can create better marketing strategies.

**Keywords:** Online shopping, ANOVA, conveyance sampling etc.

## INTRODUCTION

In this era of fast moving lifestyle, customers are busier than what they were few years back. It is precisely for this reason customers are also purchasing their products and services through online shopping. Marketplace is fast turning into e-market place. From needle to ship, everything is being sold and bought on the internet. With new and new players coming in, it is natural for the existing players as well as new entrants to come up with innovative techniques to sell their goods and services. Traditionally, there has been a feeling of thrill associated with getting good discounts. There is a sense of achievement attached with cracking a great deal. With this sense the e-entrepreneurs have successfully targeted upon through 'deal sites' like snapdeal, flipkart, shopclues, etc., today, both urban and rural areas enjoy internet facilities in this genre of technological up-gradation. The consumer buying behaviour has changed to a great extent. Companies are also well aware of these facts and that's why they are also giving greater importance to online consumer behaviour. There was a time when people had ample time to visit the store and purchase the products the stores but, with the changing business scenario the customer prefer the electronic purchase of goods or services as it saves time. Due to time constraint and the advent of better communication technologies; online purchasing has gradually taken shape. Consumer are ready to purchase things through internet that will help them to save their time and effort. Online consumer behaviour has been gradually noticed in different spheres of goods and services, where people can have what they want sitting in their closed premises. Almost all types of products are available on the internet. Almost all types of commodities and services are being sold through the websites. Goods and services, consumer durables, books, audio and video cassettes and services like and air tickets can also be a purchased online.

### SIGNIFICANCE OF THE STUDY

The study is conducted to bring out the consumer awareness on online-shopping in Tiruppur district. The study can explain how the customer selects online-shopping.

This study reveals the customer’s ideas about the online -shopping services. The study gives suggestion that help the manufactures or dealers to increase their online -shopping marketing services.

**OBJECTIVES OF THE STUDY**

To analyse the problem faced by consumers towards online shopping with special reference to Tirupur district.

**METHODOLOGY OF THE STUDY**

This study has used descriptive and analytical. Primary as well as secondary data were used in this study. 750 respondents were used in this study. Convenyance sampling method has used in this study. Descriptive statistics and ANOVA has used in this study.Tirupur district is sampling unit of this study.

TABLE 1  
ANALYSIS OF VARIANCE (ANOVA) AND T-TEST

**ANOVA TEST FOR MEANS SCORE OF PROBLEMS FACED BY CONSUMERS TOWARDS USING ONLINE SERVICES WITH DEMOGRAPHIC VARIABLES**

Demographic variables	Category	Problems Faced By Consumers				
		Mean	S . D	Count	F-Value	P-Value
Age	18 – 25years	2 . 8 2 9	1.464	234	4.380	0.002**
	26 – 35years	3 . 1 5 0	1.243	214		
	36 – 45years	3 . 3 6 4	1.533	121		
	46 – 55years	2 . 9 1 1	1.408	101		
	Above 55years	2 . 7 1 3	1.511	8 0		
Educational qualification	Illiterate	2 . 4 5 4	1.313	119	8.419	0.000**
	Primary education	2 . 8 1 1	1.564	9 0		
	S . S . L . C	2 . 9 0 6	1.655	9 6		
	H . S . C .	3 . 4 5 8	1.161	8 3		
	D e g r e e	3 . 1 5 7	1.358	362		
Occupational Status	Business	3 . 2 3 2	1.383	151	2.525	0.040**
	Employed	3 . 0 0 0	1.473	142		
	Profession	3 . 1 4 2	1.431	134		
	Agriculturist	2 . 7 4 1	1.168	112		
	O t h e r s	2 . 9 0 0	1.523	211		
Monthly household Income	Up to Rs.20000	2 . 7 3 7	1.501	205	6.374	0.000**
	Rs 20001- Rs 35000	3 . 2 5 6	1.386	156		
	Rs 35001- Rs 50000	2 . 8 4 6	1.349	175		
	Above 50000	3 . 2 1 0	1.390	214		
Household size (in Nos.)	U p t o 2	3 . 5 4 5	1.381	8 8	9.244	0.000**
	3 a n d 4	2 . 9 5 6	1.409	453		
	5 - 6	2 . 8 4 2	1.599	133		
	7 and above	2 . 9 6 1	1.113	7 6		

Source: Primary data \*\* - Significant at 1 % level S-Significant

It is clear that the p-value is less than 0.00, the null hypothesis is rejected at 1 per cent level of significant. The null hypothesis “there is no significant difference between Demographic variables (Age, Educational qualification, Occupational status, Monthly household income and household size) and problems faced by consumers towards using online services” is rejected. Hence, there is significant difference between Demographic variables (Age, Educational qualification, Occupational status, Monthly household income and household size) and problems faced by consumers towards using online services.

TABLE 2  
T-TEST FOR COMPARING MEANS OF PROBLEMS FACED BY CONSUMERS TOWARDS USING ONLINE SERVICES WITH DEMOGRAPHIC VARIABLES

Demographic variables	Category	Problems Faced By Consumers				
		Mean	S . D	Count	t - value	P-value
G e n d e r	M a l e	2.841	1 . 3 4 7	2 6 4	- 2 5 . 3 6 8	0.000**
	F e m a l e	3.095	1 . 4 6 1	4 8 6		
M a r i t a l S t a t u s	U n m a r r i e d	3.029	1 . 4 8 4	4 7 6	- 2 9 . 6 3 1	0.000**
	m a r r i e d	2.964	1 . 3 2 3	2 7 4		
F a m i l y s t r u c t u r e	N u c l e a r	3.204	1 . 3 3 8	3 9 8	- 2 6 . 6 3 3	0.000**
	J o i n t	2.781	1 . 4 9 1	3 5 2		

Source: Primary Data\*\* - Significant at 1 % level S-Significant

Null hypothesis

There is no significant difference between Gender, Marital status and problems faced by consumers towards in using online services.

It has been divulged from the chi-square test that the p-value (.000) has been less than 0.01 and the result has significance at 1 per cent level. Hence, the null hypothesis (H<sub>0</sub>) has been rejected and the alternative hypothesis (H<sub>1</sub>) has been accepted.

From the analysis it has been concluded that there is a significant difference between Gender, marital status and problems faced by consumers towards in using online services are associated.

## SUGGESTIONS AND CONCLUSION

The retail industry campaign has been repainted by Internet and the rules of the game in retailing are fast altering. The life is becoming fast not only in metros but also in the normal cities. The number of nuclear families is increasing and both husband and wife are working, as they have less time to go to the market for purchasing every now and then. Some other reasons like these, say shortage of time, traffic jams, late working hours, versatility of plastic money and above all the approach of internet at the door step of whoever desires it. Online retailers have improved their service and consumers have found it convenient. Majority of the respondents aware about the online shopping through advertisements, frequently purchase the products through online sites. Purchase their products through Flipkart, prefer to buy electrical and electronics goods prefer quality in their purchase. Majority of the respondents are highly aware about the terms and conditions, aware about the functions of Federal Trade Commission. Majority of the respondents said that the duties of this commission is to safeguard the customer, Majority of the respondents feel that the benefit of online shopping is a time saving process, gives safety, and quality. Majority of the respondents prefer cash on delivery, door delivery, and recommend the online shopping method to other people. Majority of the customers are satisfied with the product and service offered by on line shopping sites..

Along with high rapid growth of online shopping, this rapid growth is impressed to many retailers for selling products or services online which is the important channel to expand their market. The online companies should understand the customer behavior in order to make decision to purchase the online products or services that can create better marketing strategies (Schiffman & Kanuk, 1997). For understanding online consumption-related consumer behavior has to lead to diversity theoretical approaches. For this study, the buyer decision factor proposed by Kotler and Armstrong (1997) was adopted. This study believes these 9 factors including Search engines, Online shopping malls, Auction websites, Convenience, Price, Brand, Security, Promotion and Refund might be suitable to explore and analyze consumer online behavior.

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