

A STUDY ON CUSTOMER OPINION AND PERCEPTION OF E-SHOPPING WITH SPECIFIC REFERENCE TO NAMAKKAL DISTRICT

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Abstract

E-shopping has become an important part of modern consumer behaviour due to the rapid growth of internet connectivity, smartphones, digital payment systems, and online shopping platforms. Consumers increasingly use e-shopping for purchasing clothing, electronics, groceries, cosmetics, household products, and other goods. However, customer opinion and perception towards e-shopping differ based on factors such as convenience, price, product quality, delivery, payment security, return policies, and customer service. This study aims to examine the opinion and perception of customers towards e-shopping with specific reference to Namakkal District.

Introduction

The rapid development of Information and Communication Technology has transformed the way consumers search for, compare, and purchase products. E-shopping, also known as online shopping, enables customers to purchase products and services through websites and mobile applications without visiting physical stores. The convenience of shopping at any time, availability of a wide range of products, price comparisons, discounts, doorstep delivery, and digital payment facilities have contributed to the increasing popularity of e-shopping. At the same time, customers may experience concerns relating to product quality, delivery delays, online payment security, privacy, return and refund policies, and mismatch between displayed and delivered products.

Statement of the Problem

The growth of e-shopping has changed traditional purchasing behaviour. Although customers enjoy convenience and variety, their satisfaction may be affected by several factors such as product quality, price, delivery service, payment security, customer support, and return policies.

Customers belonging to different age groups, occupations, educational backgrounds, and income levels may have different perceptions towards online shopping. Hence, there is a need to study customer opinion and perception towards e-shopping in Namakkal District.

Objectives of the Study

1. To study the demographic profile of customers using e-shopping services in Namakkal District.
2. To examine the level of awareness and usage of e-shopping among customers.
3. To identify the major factors influencing customers to purchase products online.
4. To analyse customers' opinion and perception towards e-shopping.
5. To study the level of customer satisfaction towards online shopping services.

Research Methodology

1. Research Design

The study follows a **descriptive research design** to understand customer opinion and perception towards e-shopping.

2. Area of the Study

The study is confined to **Namakkal District, Tamil Nadu**.

3. Sources of Data

PrimaryData:

Primary data are collected directly from customers through a structured questionnaire.

SecondaryData:

Secondary information may be collected from books, journals, research articles, reports, websites, and other relevant published sources.

4. Sample Size

For the proposed study, **150 respondents** may be selected from different parts of Namakkal District.

5. Sampling Technique

A **convenience sampling technique** may be adopted for collecting responses from customers who have experience using e-shopping platforms.

5. Questionnaire Design

The questionnaire may contain the following sections:

Section A – Demographic Profile

- Gender
- Age
- Educational qualification
- Occupation
- Monthly income
- Place of residence

Section B – E-Shopping Behaviour

1. Frequency of online shopping
2. Preferred shopping platform
3. Products purchased online
4. Average spending on online purchases
5. Preferred payment method
6. Device used for online shopping

6. Hypotheses of the Study

Hypothesis 1 – Chi-square Test

H₀: There is no significant association between the age of customers and their frequency of e-shopping.

H₁: There is a significant association between the age of customers and their frequency of e-shopping.

Hypothesis 2 – Chi-square Test

H₀: There is no significant association between income level and preference for e-shopping.

H₁: There is a significant association between income level and preference for e-shopping.

Hypothesis 3 – Correlation

H₀: There is no significant relationship between perceived convenience and customer satisfaction towards e-shopping.

H₁: There is a significant relationship between perceived convenience and customer satisfaction towards e-shopping.

7. Proposed Primary Data Analysis

Table 1: Demographic Profile of Respondents

Category	Classification	No. of Respondents	Percentage
Age	Below 20	20	13.33%
	21–30	55	36.67%
	31–40	40	26.67%
	41–50	25	16.67%
	Above 50	10	6.66%
Total		150	100%

Table 2: Frequency of E-Shopping

Frequency	Respondents	Percentage
Frequently	45	30.00%

Occasionally	70	46.67%
Rarely	25	16.67%
Very rarely	10	6.66%
Total	150	100%

Table 3: Customer Perception Towards E-Shopping

Factor	Mean Score	Rank
Convenience	4.32	I
Product Variety	4.18	II
Price/Discounts	4.05	III
Time Saving	4.01	IV
Product Reviews	3.89	V
Delivery Service	3.72	VI

Table 4: Gender-wise Classification of Respondents

Gender	No.of.Respondents	Percentage
Male	65	43.33
Female	85	56.67
Total	150	100.00

8. Major Factors Influencing E-Shopping

The study can examine the following factors:

- Convenience
- Time saving
- Price and discounts
- Product variety
- Easy comparison of products
- Customer reviews and ratings

9. Problems Faced by Customers

The study can identify the following common problems:

1. Delay in delivery.

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2. Product quality not matching expectations.
 3. Difficulty in return and refund procedures.
 4. Online payment concerns.
 5. Lack of direct product inspection.

10. Expected Findings

Based on the primary survey, the study is expected to identify:

- The demographic characteristics of e-shopping customers.
- The frequency and pattern of online purchases.
- The major factors influencing online shopping decisions.
- The level of customer satisfaction.

11. Suggestions

Based on the findings, the following suggestions may be offered:

1. Online retailers should provide accurate product descriptions and genuine product images.
2. Delivery services should be improved to minimise delays.
3. Return and refund procedures should be simple and transparent.
4. Secure and reliable payment facilities should be provided.
5. Customer support should respond quickly to complaints.

12. Conclusion

E-shopping has emerged as an important component of modern consumer behaviour. The convenience, variety, competitive pricing, discounts, and doorstep delivery offered by online shopping platforms have encouraged customers to adopt e-shopping. However, customer perception is also influenced by product quality, delivery performance, payment security, return policies, and customer service.

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