

A STUDY ON CUSTOMER OPINION AND PERCEPTION OF AI - ENABLED E-SHOPPING

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Abstract

E-shopping has become an important part of modern retailing because of the rapid growth of the internet, smartphones, digital payments, online shopping platforms, and artificial intelligence (AI). Customers can purchase products from anywhere and at any time without visiting a physical store. This study focuses on understanding customers' opinions and perceptions towards AI-enabled e-shopping, including intelligent recommendations, personalised search, chatbots, fraud detection, and automated customer support. It examines major factors such as convenience, price, product variety, discounts, payment options, delivery services, website experience, AI-based recommendations, personalisation, security, return policies, and customer service. Primary data were collected from 100 respondents through a structured questionnaire using convenience sampling. Percentage analysis, frequency distribution, mean score, ranking method, tables, and charts were used to analyse the collected data.

Introduction

E-shopping, also known as online shopping or electronic shopping, refers to purchasing goods and services through the internet. The development of smartphones, affordable internet services, digital payment systems, and online marketplaces has made e-shopping increasingly popular.

Customers today can compare products, prices, reviews, and offers before making a purchase, while AI can personalise product recommendations, search results, and promotional content based on customer behaviour. Online shopping provides several benefits, including convenience, time saving, wider product choices, home delivery, and attractive discounts.

Objectives of the Study

- To study customers' opinions towards e-shopping.

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- To understand the factors influencing online purchasing decisions.
 - To identify the benefits perceived by customers while using e-shopping.

Research Methodology

Research Design: The study follows a descriptive research design to understand customers' opinions and perceptions towards e-shopping.

Sources of Data: Primary data were collected directly from customers through a structured questionnaire. Secondary information was collected from books, research articles, journals, newspapers, websites, reports, and other relevant publications related to e-commerce and online shopping.

Sampling Method: Convenience sampling was used to select respondents for the study.

Sample Size: The study was conducted with a sample of 100 respondents.

Data Collection Instrument: A structured questionnaire was used for collecting primary data. The questionnaire covered demographic characteristics and major aspects of e-shopping such as convenience, price, discounts, product variety, payment methods, reviews and ratings, delivery, security, return and refund policy, customer service, AI-based recommendations, personalisation, intelligent search, and overall satisfaction.

Scaling Technique: A five-point Likert scale was used: 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, and 1 = Strongly Disagree.

Tools Used for Data Analysis: Frequency Analysis, Percentage Analysis, Mean Score Analysis, Ranking Method, Likert Scale Analysis, Tables, Bar Charts and Pie Charts. AI-related tools considered include recommendation engines, natural-language processing, sentiment analysis, customer segmentation, predictive analytics, chatbots, and AI-based fraud detection.

Scope of the Study: The study focuses on customer perceptions regarding convenience, price, product variety, payment methods, delivery, security, AI-enabled recommendations and personalisation, customer service, return policies, and satisfaction with e-shopping.

Literature Review

Previous studies on online shopping have highlighted several factors that influence customer purchasing behaviour. Research on e-commerce indicates that convenience is one of the major reasons customers prefer online shopping. Customers can purchase products at any time without visiting a physical store.

Major Factors Influencing Customer Perception

Convenience

Customers can shop 24 hours a day from their homes. This saves time and effort and is one of the major advantages of e-shopping.

Price and Discounts

Online platforms frequently provide discounts, promotional offers, coupons, and competitive prices. These offers can encourage customers to make online purchases.

Payment Options

Customers can choose from payment methods such as cash on delivery, debit cards, credit cards, UPI, and digital wallets. Availability of secure payment options can increase customer confidence.

Product Reviews, Ratings and AI Sentiment Analysis

Customer reviews and ratings provide useful information about product quality and seller performance. AI-based sentiment analysis can classify customer feedback and identify recurring positive or negative themes. Positive reviews may encourage purchases, while negative feedback can reveal areas requiring improvement.

Delivery Service and AI Logistics

Fast, safe, and reliable delivery is an important factor affecting customer satisfaction. AI-based demand forecasting and logistics analysis can support inventory and delivery planning, while delayed or damaged deliveries may still create dissatisfaction.

Security, Privacy and AI Trust

Customers expect their personal and financial information to be protected. AI can support fraud detection and unusual-transaction monitoring, but customers also need transparency about how behavioural data are collected and used.

Return and Refund Policy

Simple and transparent return and refund procedures can increase customer confidence. Complicated return procedures may discourage customers from making future purchases.

AI IN E-SHOPPING AND CUSTOMER PERCEPTION

AI can influence customer perception throughout the online shopping journey. Recommendation engines can suggest products based on browsing and purchase patterns, intelligent search can improve product discovery, and chatbots can provide immediate responses to routine questions. Sentiment analysis can help platforms understand customer reviews, while predictive analytics can support personalised offers and demand forecasting. However, customers may also be concerned about privacy, excessive personalisation, inaccurate recommendations, and reduced human interaction. The value of AI therefore depends on customer trust, perceived usefulness, transparency, and satisfaction.

AI-RELATED TOOLS APPLICABLE TO E-SHOPPING

The major AI tools relevant to this study include recommendation systems for personalised product suggestions; natural-language processing for analysing customer reviews and queries; sentiment analysis for measuring customer attitudes; chatbots and virtual assistants for customer support; predictive analytics for purchase and demand prediction; customer segmentation for targeted offers; computer vision for visual product search; and AI-based fraud detection for safer transactions.

Primary Data Analysis

Table 1: Frequency of Online Shopping

Frequency	No. of Respondents	Percentage
Weekly	25	25%
Monthly	38	38%
Occasionally	30	30%
Rarely	7	7%
Total	100	100%

Interpretation: The table indicates that 38% of respondents shop online monthly, followed by 30% who shop occasionally and 25% who shop weekly. Only 7% rarely use e-shopping.

Table 2: Major Reason for Using E-Shopping

Reason	No. of Respondents	Percentage
Convenience	35	35%
Discounts	22	22%
Product Variety	18	18%
Time Saving	15	15%
Easy Price Comparison	10	10%
Total	100	100%

Interpretation: Convenience is the major reason for using e-shopping, as reported by 35% of respondents. Discounts account for 22%, while product variety accounts for 18%.

Table 3: Customer Perception Towards Major E-Shopping Factors

Factor	Mean Score	Rank
Convenience	4.32	I
Price and Discounts	4.18	II
Product Variety	4.10	III
Payment Options	4.02	IV
Reviews and Ratings	3.96	V
Delivery Service	3.91	VI
Security and Privacy	3.87	VII
Return and Refund Policy	3.78	VIII
Customer Service	3.70	IX

Interpretation: Convenience has the highest mean score of 4.32 and ranks first. Price and discounts rank second with a mean score of 4.18. Customer service has the lowest mean score of 3.70 among the factors considered.

Table 4: Overall Customer Satisfaction Towards E-Shopping

Satisfaction Level	No. of Respondents	Percentage
Highly Satisfied	28	28%
Satisfied	47	47%
Neutral	17	17%
Dissatisfied	6	6%
Highly Dissatisfied	2	2%
Total	100	100%

Interpretation: 47% of respondents are satisfied and 28% are highly satisfied. Therefore, 75% of respondents have a positive level of satisfaction. Only 8% are dissatisfied or highly dissatisfied.

Table 5: Major Problems Faced by Online Shoppers

Problem	No. of Respondents	Percentage
Delayed Delivery	28	28%
Product Quality Difference	25	25%
Return/Refund Issues	18	18%
Security Concerns	15	15%
Payment Problems	8	8%
Other Problems	6	6%
Total	100	100%

Interpretation: Delayed delivery is the major problem faced by 28% of respondents, followed by differences in expected and received product quality at 25%. Return and refund issues are reported by 18%.

WOT Analysis of E-Shopping Strengths

- Convenient and time-saving
- Wide range of products
- Easy price comparison

Weaknesses

- Customers cannot physically examine products
- Delivery delays may occur
- Product quality may differ from expectations

Opportunities

- Increasing smartphone and internet usage
- Growth of digital payments

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- Expansion into rural markets

Threats

- Cybersecurity risks
- Online fraud and scams
- Strong market competition
- Negative customer reviews

Findings of the Study

- Convenience is one of the main reasons customers prefer e-shopping.
- Discounts and competitive prices attract customers towards online platforms.
- Product reviews and ratings influence purchasing decisions.
- UPI is a commonly preferred payment method among the respondents.
- Customers prefer multiple and secure payment options.

Suggestions

- E-shopping platforms should ensure timely and reliable delivery.
- Online sellers should provide accurate product descriptions and genuine product images.
- Secure payment systems should be strengthened to increase customer confidence.
- Return and refund procedures should be made simple and transparent.

Conclusion

E-shopping has changed the way customers purchase goods and services, and AI is increasingly becoming an additional layer that shapes how customers discover, compare, evaluate, and receive support for products. It provides convenience, saves time, offers a wide variety of products, and allows customers to compare prices and reviews easily. The growth of smartphones, internet access, and digital payments has further encouraged online shopping.

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