[1]LEVEL OF PERCEPTION TOWARDS ONLINE SHOPPINGIN TRUPPUR DISTRCT

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ABSTRACT

Online or Internet shopping is a sort of web-based commerce in which clients may buy products or services directly from the vendor via the use of a web application. Despite having the world's second largest user base, only behind China (650 million, 48% of population), e-commerce penetration is low in comparison to markets such as the United States (266 million, 84%) or France (54 million, 81%), but is growing at an unprecedented rate, adding approximately 6 million new users each month. The study's objectives were to ascertain the public's attitude toward internet purchasing in the Tirupur district. The study used a descriptive research approach. The district of Tirupur is a sampling unit. Respondents in this survey are online shoppers. This research surveyed 175 respondents. To summarise this survey, Indian customers' favourite method of payment for online buying is cash on delivery (Cash on Delivery). Indian shoppers are being enticed by attractive offers from internet shopping sites.

Keywords: Online commerce, Internet users, and information, among other things.

INTRODUCTION

Online or Internet shopping is a sort of web-based commerce in which clients may buy products or services directly from the vendor via the use of a web application. Various terms for online purchasing include e-commerce and web buying. Michael Aldrich created online shopping in 1979. In 1980, he spearheaded Redfin's Office Transformation, which enabled merchants, suppliers, customers, and operators to interact with the corporate framework electronically through the web and portable exchanges [1]. In June 1999, K Vaitheeswaran co-founded India's first online department store with five of his pals, including V S Sudhakar, Vipul Parekh, Hari Menon, V S Ramesh, and Sundeep Thakran. In September 1999, the website Fabmart.com was founded, initially selling just music CDs. Between February and October 2000, the website expanded its offerings to include categories such as books, movies, watches, and groceries [2]. Today, internet shopping is a thriving sector in India; some of the market leaders in the country include Amazon.com, Flipkart.com, and Myntra.com. Trends refer to the overall direction in which something develops or changes.

Recent trends in shopping might include which product categories are in demand, which gender is purchasing the most things, and how India is moving toward digital payment, which is the most favoured payment method in India.

RECENT SCENARIO IN ONLINE SHOPPING

Recent Statistics on Online Shopping As of July 2017, India has an estimated 450 million internet users, or 40% of the population. Despite having the world's second largest user base, trailing only China (650 million, 48% of population), e-commerce penetration is low in comparison to markets such as the United States (266 million, 84%) or France (54 million, 81%), but is growing at an unprecedented rate, adding around 6 million new users each month[3]. In 2016, around 69 million customers made an online purchase, and the number is likely to surpass 100 million by 2017 as a result of the development of digital natives, improved infrastructure in terms of logistics, bandwidth, and Internet-ready gadgets. In 2017, mobile commerce will grow in importance as the majority of businesses migrate to m-commerce. Mobile now accounts for 30-35 percent of e-commerce revenues and will increase to 45-50 percent by 2017," the survey continues. "E-commerce is a significant company that is growing daily." Indians have embraced online buying, with close to 25-30 million individuals completing an online purchase in the previous year. In 2017, the Indian e-commerce industry will witness or is seeing rapid expansion, owing to greater engagement from citizens throughout the nation [4]. According to the latest NASSCOM estimations, India's e-commerce business was worth USD 33 billion in fiscal year 2017 [5]. According to the research [4,] this business will continue to expand job possibilities and contribute to the creation of new entrepreneurs through the e-commerce marketplace model. As shown by the continual rise of revenue, from less than $ 5 billion in 2009 to $38 billion in 2016, We may assert that internet buying in India is unstoppable [6]. Annual revenue from the web in millions of dollars Amazon.in has a price of $437. $798 on Flipkart.com. 9 $258 Snapdeal.com $198 at Myntra.com. $175 on Jabong.com. 7 Bigbasket.com $98.3 0 20 40 US Billion Dollars in Revenue IJSER.

RECENT TRENDS IN ONLINE SHOPPING
In 2016, it indicated that a greater quantity was spent overall on popular categories, for example, apparel by 85 cents, mobile phones by 68 cents, and cosmetics by 25 cents, when it came to online buying. Additionally, there was a noticeable increase in spending on some categories, for example, watches, which increased by 75 cents and counterfeit adornments, which increased by 65 cents. Along with clothes and accessories, PC and purchaser gadgets account for the lion's share of India's retail internet business dealings.

OBJECTIVES OF THE STUDY
To conduct a perception analysis of internet purchasing customers in Tirupur District.

METHODOLOGY OF THE STUDY
This study used a descriptive research approach. The district of Tirupur is a sampling unit. Respondents in this survey are online shoppers. This research surveyed 175 respondents. Both primary and secondary data have been gathered. This research used descriptive statistics and ANOVA. This research used the convenience sampling approach. Primary data were gathered using structured questionnaires. Secondary data was gathered from a variety of

sources, including websites, publications, and books. The data collection period was October to December 2018.

ANALYSIS AND INTERPRETRATION ANALYSIS OF VARIANCE

The ANOVA is a very effective statistical technique for performing significance tests. The t-test is an acceptable approach for determining the significance of the difference between two sample means. When three or more samples are being considered concurrently, an alternate approach for testing the hypothesis that all samples are taken from populations with the same mean is required. The analysis of variance's primary objective is to determine the homogeneity of various means.

The one-way ANOVA is used to examine the variations in the effect of several categories of an independent variable on a dependent variable. The ANOVA is used to determine if there is a significant difference in the means of three or more samples. The entire variance in a set of data is partitioned into variation within groups and variation between groups in this technique. When the independent variables have nominal scales and the dependent variable has metric or least interval scales, the analysis of variance approach is utilised.

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
VAR00015	175	41.00	74.00	10605.00	60.6000	7.32105

(Based on the above table Low, Medium, High was arrived)

According to the following data, respondents' buying behaviour ratings range from 30 to 127. It is meant to classify respondents into three distinct categories, namely low, moderate, and high levels of shopping behaviour. The mean and standard deviation are determined for this purpose. Respondents with mean - 0.5 standard deviations were classed as having low shopping behaviour, while those with mean+0.5 standard deviations were classified as having high shopping behaviour. The respondents' scores between Mean-0.5 S.D. and Mean+0.5 S.D. are classified as having a Medium degree of shopping behaviour. The numerous shopping behaviour scores associated with various criteria were compared among respondents with Low, Medium, and High overall shopping behaviour, and the findings are detailed below

		N	Mean	SD	F VALUE	P VALUE	S/NS
24 hours a day I can buy things when shopping online	LOW	59	3.6610	.77926	27.115	.000	S
	MEDIUM	58	4.0690	.69742			
	HIGH	58	4.6034	.59056			
I get on-time delivery by shopping on-line	LOW	59	3.4915	1.16520	28.935	.000	S
	MEDIUM	58	4.0345	.77154			
	HIGH	58	4.6897	.46668			
It is easy to choose and make comparison with other products while shopping online	LOW	59	3.6949	.93319	19.324	.000	S
	MEDIUM	58	3.8621	.94495			
	HIGH	58	4.6034	.59056			
Detail information is available while shopping online	LOW	59	3.2203	.91100	31.707	.000	S
	MEDIUM	58	3.8793	.79643			
	HIGH	58	4.3448	.54778			
The website design helps me in searching the products easily	LOW	59	3.4915	1.04011	33.453	.000	S
	MEDIUM	58	3.7931	.74360			
	HIGH	58	4.6552	.51476			
While shopping online, I prefer to purchase from a website that provides safety and ease of navigation and order	LOW	59	3.0339	1.01652	42.340	.000	S
	MEDIUM	58	3.9138	.84364			
	HIGH	58	4.4310	.56544			
The website layout helps me in searching and selecting the right product while shopping online	LOW	59	3.9322	1.04822	18.091	.000	S
	MEDIUM	58	4.4828	2.53775			
	HIGH	58	4.7241	4.45085			
I prefer to buy from website that provides me with quality of information	LOW	59	3.5763	2.87501	30.810	.000	S
	MEDIUM	57	4.0877	4.57572			
	HIGH	58	4.5517	.50166			
Online shopping takes less time to purchase.	LOW	59	3.3898	1.01738	34.176	.000	S
	MEDIUM	58	4.0345	.77154			
	HIGH	58	4.6207	2.55654			
Online shopping doesn't waste time	LOW	59	3.5593	1.98735	31.081	.000	S
	MEDIUM	58	4.2586	3.68978			
	HIGH	58	4.6379	5.48480			
feel that it takes less time in evaluating and selecting a product while shopping online	LOW	59	3.3729	1.03221	34.658	.000	S
	MEDIUM	58	3.9828	2.84794			
	HIGH	58	4.6379	3.48480			
I feel safe and secure while shopping online	LOW	59	3.1356	1.23815	37.543	.000	S
	MEDIUM	58	4.1034	2.74197			
	HIGH	58	4.5517	3.59743			
Online Shoppin protects my security	LOW	59	4.1356	1.83990	19.71	.000	S
	MEDIUM	58	4.3621	2.71814			
	HIGH	58	4.8793	4.32861			
I like to shop online from a trustworthy website.	LOW	59	3.4746	2.91644	9.591	.000	S

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ANOVA

Source: Primary Data

Among the respondents, the group with a high overall impression earned the highest mean of 4.60, while the group with a poor overall perception received the lowest mean of 3.66 on the 24 hours a day I can purchase online. This demonstrates that individuals with high overall buying behaviour scores had a more favourable view regarding 24 hours a day I can shop online as well. Among respondents, the group with a good overall impression scored the highest mean of 4.68, while the group with a poor overall view got the lowest mean of 3.49 on the question, "I receive on-time delivery when I order online." This demonstrates that respondents who score well on overall purchasing behaviour have a more favourable opinion about I get on-time delivery while buying online as well.

Among respondents, the group with a high overall impression earned the highest mean of 4.60, while the group with a poor overall perception received the lowest mean of 3.69. While buying online, it's simple to choose and compare items. This demonstrates that respondents with high overall shopping behaviour scores have a more favourable view toward, and it is also simple to pick and compare goods while shopping online.

Among respondents, those with a favourable overall view had the highest mean of

4.34, while the poor group of overall perception had the lowest mean of 3.22. This demonstrates that respondents who score well on overall purchasing behaviour have a more favourable impression regarding. Detailed information is also accessible while buying online.

It is obvious that a one-way ANOVA was used to determine if there is a significant difference in the total Shopping Behaviour score between the Low, Medium, and High groups with regard to the variables that impact Shopping Behaviour. At the 1% level of significance, all F-test values are bigger than the table values. Because the computed F-test result is bigger than the table value, it is concluded that there is a substantial difference in general purchasing behaviour between the Low, Medium, and High groups in terms of the 24 hours a day I can shop online. As a result, the null hypothesis is rejected in favour of the alternative hypothesis.

SUGGESTIONS OF THE STUDY

[1] With increased access to internet services, customers may now make purchases online. Accessibility has increased as a result of improved and quicker 4g services. Numerous shopping sites provide a diverse selection of items and services.

[2] Because online buying is conducted on a large scale, things are given at discounted prices. For instance, Amazon's Great Indian Festival and Flipkart's Big Billion Days are two examples.

[3]

Indian consumer behaviour has also evolved through time. Consumers use the internet not just to book airline, movie, and train tickets, but also to purchase a variety of other things such as mobile phones, home décor, fashion, and gadgets.

[4] Busy lives mean that consumers have less time to visit markets, malls, and other traditional retailers. Online shopping has simplified the process of purchasing items.

[5] Online purchasing nowadays offers a variety of convenient features, such as an exchange or refund policy.

[6] Marketers are use social media sites such as Facebook, Twitter, and Google+ to market their goods, which results in a higher proportion of consumers. This has resulted in a growth in online purchasing, since these platforms are very popular.

[7] Online buying websites may provide special cashback programmes.

[8] Numerous shopping websites provide 24-hour customer support to assist customers with their inquiries. As a consequence, the customer's confidence is earned.

[9] Improved and safer online banking services aided in regaining the confidence of customers who were previously hesitant to provide their personal information while purchasing online.

[10]

Numerous sites on Facebook and Instagram provide fashionable and up-to-date apparel, footwear, fashion accessories, handbags, and mobile accessories, as well as a variety of other items, which has made online shopping popular among young customers.

CONCLUSION

Online shopping is a web-based platform that enables users to purchase things through electronic means. India's online industry is growing at a rapid pace. From 2009 to 2016, India's total sales were $38 billion USD. Recent trends in internet shopping in India indicate that consumers are increasing their expenditure on clothes and mobile phones. Males in India spend three times as much as females. COD is the preferred method of payment for Indian

customers while purchasing online (Cash on Delivery). Indian shoppers are being enticed by attractive offers from internet shopping sites. While issues with quality, lack of security, and extra costs persist. We may infer that internet shopping in India is here to stay and will continue to grow at a breakneck pace in the coming years.

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