An Analysis of Consumer Opinion Towards Online Shopping in Textiles in Madurai South

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Abstract
The study's goal is to ascertain customer behaviour with reference to internet buying, and the sampling technique employed was convenient sampling. The internet is swiftly spreading around the world and changing the way consumers shop and buy products and services. Many companies have started using the internet to reduce their marketing expenses, which has led to decreased prices for their goods and services. The purpose of this study is to ascertain how consumers behaviour when purchasing online. There were 100 responders in all, including both men and women. Convenient sampling was the strategy employed. The internet is transforming the way people shop and purchase goods and services, and it has quickly spread to other countries. The price of many businesses' goods and services has decreased as a result of their use of the internet to communicate with customers, disseminate information, sell goods, solicit feedback, and perform customer satisfaction surveys. Customers utilize the internet to evaluate costs, product characteristics, and the availability of after-sales services from various vendors in addition to purchasing products online.
Keywords: Consumer Buying Behaviour, Online Buying, E-Commerce, Internet, Convenient

Introduction

The internet is transforming the way people shop and purchase goods and services, and it has quickly spread to other countries. The price of many businesses' goods and services has decreased as a result of their use of the internet to communicate with customers, disseminate information, sell goods, solicit feedback, and perform customer satisfaction surveys. The internet is used by customers to evaluate costs, product characteristics, and the availability of after-sales services from various retailers in addition to making online purchases. Many analysts are upbeat about the future of online commerce. The internet offers businesses a special chance to more than only tap into the enormous potential of the e-commerce market. One of the most popular and frequently used methods for convenient purchasing is online shopping. In actuality, it is a well-liked method of shopping online (Bourlakis et al., 2008). Online shopping for anything from clothing to gadgets to even pets is on the rise. Every day, a large number of websites are created solely to satisfy the growing need for comfort and convenience. Whether you're at home, in the office,

abroad, or somewhere else, online shopping is quickly taking the place of traditional shopping for all of your needs. This is particularly true for industrialized nations where every retailer has a website from which you can make an online purchase. Trade secrets like cash on delivery and exclusive discounts for internet orders

Literature Review

The internet is a collection of computer networks that are accessible from anywhere in the globe and use the common internet protocol to deliver data using packet switching. It is a "network of networks" made up of millions of smaller domestic, academic, commercial, and governmental networks. These networks together transport a variety of information and services, including file transmission, select, linked Web pages, and other World Wide Web publications. Initially, academics, researchers, and students were the main users of the internet; however, this situation has changed as businesses have begun integrating the World Wide Web into their advertising campaigns and by providing the option of online shopping (Jobber & Fahy, 2003). A global marketplace for information exchange and e-Commerce has emerged on the internet.

Because the consumer is always being stimulated by the marketer's promotions, whether it be in the traditional market or the internet market, the marketer needs to understand the consumer and how he makes decisions and purchases (Hollensen, 2004). When the advertisement reaches the customer, the marketer's ability to decide and control the output that will be transmitted to them ceases. The consumer then interprets the information in his own manner depending on particular factors that are unique to each consumer. As a result, marketers have created a variety of theories to explain why customers read information in particular ways and consequently comprehend particular behaviors (Kotler& Armstrong, 2007). The goal of several papers has been to describe the traits of the online consumer.

According to Lepkowska-White and Rao (1999), elements impacting electronic exchange include vendor characteristics, transaction security, content for privacy, and client characteristics.

Risk aversion, innovativeness, brand consciousness, price consciousness, importance of convenience, propensity for variety seeking, impulsiveness, attitude toward advertising, attitude toward shopping, and attitude toward direct marketing were some of the factors Donthu and Garcia (1999) suggested would affect online shopping behavior.

Individual attitudes do not, by themselves, influence one's purpose or conduct, according to research by Schiffman, Scherman, and Long from 2003. Instead, the consumer's attitude toward various topics that are pertinent to the current circumstance, in this case online purchasing, is what leads to that intention or behavior.

The Internet consumer, previously regarded as an innovator or early adopter, has evolved through time.

According to research done by Kim and Park (2005) utilizing U.S. samples, people are more likely to make online purchases because of their positive attitudes and readiness to look up information before making a decision. Computer literacy is a requirement for using the Internet for shopping by online customers. Because it will be quicker to shop in a traditional store, modern store, or cheap store than an online store, those who are not comfortable using computers are more likely to do so (Monsuwe, 2004).

Due to the variety of goods given in the catalog, according to Goldsmith and Flynn (2004), the home catalog is another conventional selling channel where customers can purchase at home. They can place phone orders.

Study Objectives

• This project's research aids in determining the key elements influencing customer behaviour with regard to online buying. The study's aims are as follows:
• Finding out what influences the shift to online buying is the goal of this study.
• To research consumer attitudes concerning internet shopping.
• To be aware of the elements that influence a customer's choice when making an online purchase.
• To determine their preferences for various e-commerce websites and website features in general.
• To be aware of the difficulties they encounter when purchasing online.

Statement of the Problem

The modern world is digital because the internet controls it. Internet usage is expanding, which opens up new opportunities for online purchasing. In today's economy, an online presence is crucial to a nation's economic growth. The way customers purchase goods and services is changing because to technology, which is quickly becoming a global phenomenon. Millions of individuals purchase goods through online shopping due to time savings, ease, easy accessibility, a variety of price ranges, product availability, and other factors that are expanding with the usage of different age groups. Customers have felt uneasy providing account information, credit card information, personal information, transportation security issues, delivery delays, absence of a sizable discount, and lack of stores. In certain establishments, customers are even permitted to remark or review the products. Users can post reviews of various products on specialized review websites. Customers now have the choice to buy more cheaply and organize purchases from around the world without having to rely on local stores thanks to reviews and blogs.

Methodology

Both primary and secondary data are used as the foundation for the investigation. An especially created questionnaire was used to gather the study's primary data. Secondary data was gathered from books, magazines, websites, and research papers.

Data Collection

Both primary and secondary data are used in the study. Primary data are those that were first collected and are authentic. The necessary primary data is gathered using an appropriate mix of questionnaires and interviewing methods. Data from 100 sample respondents have been gathered using a questionnaire as part of a survey. Secondary Data used in the current study are considered secondary data because they have already been gathered by someone else for a specific reason. Secondary information was gathered from and other such sources. Analysis and presentation tools different statistical methods, such as percentages, have been used to examine and understand the data that has been gathered. To gather primary data, a questionnaire has been created and distributed. There are 12 questions on the survey. Close-ended queries and multiple-choice queries. Through a questionnaire, samples from online shoppers and buyers were gathered. The study's sampling technique and sample size are both 100. The Sampling method used to choose the sample size is called the sampling methodology. For this study, a practical sampling technique is employed. Customers were taken based on the research study's convenience. The questionnaire's responders (survey method).The study was carried out during a three-month period between December 2021 and February 2022.

Study Limitations

The following shortcomings of the study are problematic:
• Just 100 respondents' opinions served as the study's only source of data. It cannot be applied generally.

- The information provided by respondents to the structured questionnaire was used to analyse the data.

The study was mostly based on the respondent's perceptions. The study's hypotheses below is a summary of the main hypotheses that were employed in the investigation.

- Ho1: Consumer awareness of the following online retailers: Flipkart, Amazon, Snapdeal, Shopclues, Paytm, Naaptol, and Home Shop. The respondents' gender, age, marital status, educational background, and employment status had no impact on the result of question 18.
- Ho2: Consumer motivational factors for price, new fashion, high-end quality and quantity, public perception, secure delivery, advanced technology, affordability, and ease of availability do not correlate with respondents' educational background or gender

India's Online Retail

The largest event of the century has been the development and spread of the internet. From a hesitant beginning in 1999–2000 to a time when one can sell and find all kinds of items online, from $2 high-end goods to a huge peanut, e-Commerce in India has come a long way. The majority of businesses use the internet to sell their services and product lines, making them available to a wider audience and accessible to a global market. Online shopping is only one example of how computers and the internet have fundamentally altered how people conduct daily business. The shopping habits of consumers have undergone significant shift as a result of the internet. From the comfort.

Modification of Attitude Regarding Online Shopping

"Awareness, Future Demand Focus for Emerging Markets & Current Issues" Despite the proliferation of malls, individuals continues to shop online and not insignificantly either. Modern consumers are more sensible and have access to a wider range of options. The internet is used to raise customer awareness. Every day, more people are using the internet, which draws in customers who can shop online. It was never anticipated that Indians would embrace online shopping in such a significant way. Booking tickets, lodging, and even purchasing books and movies online appears to be acceptable. How is it that people are buying given that quality and sizes vary from brand to brand in India, even for some technological items?

Convenience

Many customers have access to the internet both at work and at home, and online retailers are typically open 24 hours a day. Access is also offered by other establishments including the school and an internet café. Conventional retail stores must be visited during business hours and necessitate travel, data and evaluations Online shops must provide text, images, and other media in their product descriptions.

Percentage Analysis

Gender: The table 1 described the gender wise classification of the respondents selected for the study. The gender is classified as male and female

S. No	No. of Respondents	Category of Respondents	Percentage
1	512	Male	64.0
2	288	Female	36.0
	800	Total	100.0

The table explains that out of 800 respondents, were 512 respondents (64 per cent) of the male and the remaining 288 respondents (36 per cent) are female. It is concluded that the majority (64 per cent) of the respondents selected for the study is male.

Study Recommendations
- The majority of customers believe that shipping fees charged by businesses are excessive, and it is recommended to businesses that they either lower shipping fees or offer free delivery of goods.
- Businesses may utilize it as a promotional strategy. Research has shown that the biggest barrier to the growth of internet commerce is consumer knowledge.
- The majority of customers are unaware of the different pre- and post-sale services provided by these internet retailers.
- Businesses should inform customers about the security measures in place to protect their credit card information.
- Businesses should inform customers of the return policy and process in the event that the wrong or defective goods are delivered. Businesses should encourage customers to return.
- Fewer businesses ask customers to resend merchandise when a faulty or defective product arrives, making the process simpler. Instead of doing this, businesses should collect products from customers and deliver them to them as quickly as possible.

Conclusion

The study shows that online shoppers behave in a good way, taking advantage of services like cash on delivery, discounts, home delivery, incentives, time savings, security, and the quality of the products they are offered, among other things. Young people between the ages of 18 and 35 were particularly drawn to smartphone-based internet purchasing.

The top spot on consumers' minds has been transformed by Flipkart, the most popular online retailer, with Amazon coming in second. The aggregate findings demonstrate that respondents had a favourable opinion of internet purchasing. Overall, the majority of internet shoppers expressed satisfaction with their experiences.

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