

A STUDY ON CONSUMER PERCEPTION AND EXPERIENCE TOWARDS E SHOPPING IN KARUR DISTRICT

Dr. A. Padmapriya¹, L. Sanjay Kumar²

¹*Professor, Department of Management Studies, Chettinad College of Engineering and Technology, Karur.*

²*MBA Student, Department of Management Studies, Chettinad College of Engineering and Technology Karur.
Email ID: sanjaykumarls5557@gmail.com*

Abstract— *The study examines consumer perception and experience towards e-shopping in Karur District. Online shopping has become a major part of modern business activities due to the growth of internet technology and smartphone usage. Consumers use online platforms because of convenience, discounts, easy comparison, and product availability. The research analyzes customer satisfaction, buying behavior, trust, payment preferences, and problems faced during online shopping. The study also identifies factors influencing consumer decisions and the future scope of e-commerce..*

Keywords: *Consumer Perception, E Shopping, Customer Satisfaction, Buying Behaviour Trust.*

INTRODUCTION

The Indian e-commerce industry has witnessed rapid growth over the past decade. The development of internet facilities and affordable smartphones has increased the number of online users. E-commerce companies provide products such as electronics, fashion items, groceries, furniture, beauty products, and household goods. Major online shopping companies include Amazon, Flipkart, Myntra, Meesho, Ajo, and Nykaa. These companies provide secure payment methods, easy returns, and customer support services. The use of UPI and online banking has simplified transactions for consumers. The COVID-19 pandemic further increased the demand for online shopping. Consumers preferred online platforms to avoid physical shopping. As a result, businesses improved delivery systems and digital marketing strategies.

STATEMENT OF THE PROBLEM

Although online shopping offers several advantages, consumers still face many challenges. Issues such as delayed delivery, payment fraud, poor product quality, fake reviews, and return difficulties reduce customer trust. Many customers in semi-urban areas like Karur face internet connectivity problems and lack awareness about online safety.

The inability to physically inspect products before purchase also affects buying decisions. Consumers may receive damaged or incorrect products. Therefore, this study aims to understand consumer perception, identify problems faced during online shopping, and measure customer satisfaction levels.

OBJECTIVES OF THE STUDY

1. To study consumer perception towards online shopping.
2. To identify factors influencing consumer buying behavior.
3. To determine preferred online shopping websites.
4. To analyze customer satisfaction towards e-shopping.
5. To identify problems faced during online purchases.
6. To study the role of discounts and offers in online shopping decisions.
7. To understand the impact of digital payments on consumer behavior.

REVIEW OF LITERATURE

Previous studies show that convenience, discounts, and product variety are major reasons for online shopping. Researchers have found that customer trust and website security strongly influence purchase decisions. Studies by various researchers indicate that younger consumers are more interested in e-shopping compared to older consumers. Online reviews and social media advertisements also influence consumer decisions. Research further shows that customer satisfaction depends on delivery speed, product quality, easy return policies, and customer service. Consumers prefer websites that provide detailed product information and secure payment systems.

RESEARCH METHODOLOGY

The research follows a descriptive research design. Primary data was collected through questionnaires from respondents in Karur District. Secondary data was collected from books, journals, websites, and previous research articles.

Convenience sampling method was used for data collection. The sample size consisted of 107 respondents. Statistical tools such as percentage analysis, ANOVA, Chi-square test, and regression analysis were used for interpretation and analysis.

The study focused on consumer preferences, shopping frequency, payment methods, and challenges experienced during online shopping.

DATA ANALYSIS AND INTERPRETATION

The study revealed that most respondents prefer online shopping because it saves time and money.

Young consumers between the age group of 18 to 30 were the major users of online shopping platforms.

Fashion products, electronics, and personal care items were the most purchased categories.

Many respondents preferred cash-on-delivery because of concerns about online payment security.

The analysis also showed that discounts, product availability, and convenience strongly influence online shopping behavior. Some consumers expressed dissatisfaction regarding delayed delivery and product quality differences.

FINDINGS

- Most consumers use online shopping platforms regularly.
- Convenience and discounts are major reasons for e-shopping.
- Young consumers are the major users of online platforms.
- Consumers prefer websites with secure payment systems.
- Fashion and electronics are highly purchased categories.
- Delayed delivery and return issues affect customer satisfaction.
- Cash-on-delivery remains a preferred payment option.
- Online reviews influence consumer buying decisions.

SUGGESTIONS

- E-commerce companies should improve customer support services and delivery systems.
- Secure payment systems and fraud prevention measures should be strengthened.
- Companies should provide accurate product descriptions and quality assurance.
- Return policies should be simplified to improve customer satisfaction.
- Awareness programs regarding safe online shopping and digital payment systems should be conducted to increase consumer confidence in semi-urban and rural areas.

CONCLUSION

The study concludes that online shopping has become an important part of consumer lifestyle in Karur District. Consumers prefer e-shopping due to convenience, time-saving benefits, discounts, and product variety.

Although challenges such as security concerns and delivery delays exist, improvements in technology, logistics, and customer service continue to increase consumer trust and satisfaction.

A Study on Consumer Perception and Experience Towards E Shopping in Karur District

The future of e-commerce in India is expected to grow rapidly due to increased internet penetration, digital payments, and smartphone usage. Online shopping will continue to influence consumer behavior and business practices in the coming years.

REFERENCES

- [1] Kotler, P. & Keller, K. Marketing Management.
- [2] Research articles on consumer behavior and e-commerce.
- [3] Websites of Amazon, Flipkart, Myntra, Nykaa, and Meesho.
- [4] Journal of Retailing and Consumer Services.
- [5] International Journal of Consumer Studies.
- [6] Books and journals related to e-commerce and marketing.
