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A STUDY OF CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING IN AMBASAMUDRAM

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Abstract
Online shopping has become an integral part of modern consumer behaviour due to the rapid growth of internet connectivity, smartphone usage, and digital payment systems. The convenience, accessibility, variety of products, and competitive pricing offered by e-commerce platforms have encouraged consumers to shift from traditional shopping methods to online purchasing. This study aims to analyse the consumer perception towards online shopping in Ambasamudram and to identify the factors influencing their shopping behaviour, satisfaction level, and challenges faced while using online shopping services.

The study is based on both primary and secondary data. Primary data were collected from 50 respondents in Ambasamudram through a structured questionnaire using the convenience sampling method. Secondary data were gathered from books, journals, reports, and other relevant sources. Percentage analysis was used to interpret the collected data. The study examined the demographic profile of respondents, their awareness of online shopping websites, usage patterns, expenditure levels, purchasing preferences, and satisfaction towards online shopping services.

The findings reveal that the majority of respondents are young, educated, and familiar with online shopping platforms such as Amazon, Flipkart, Meesho, and Myntra. Most respondents perceive online shopping as simple and easy to use and primarily purchase clothing and cosmetic products. Convenience, time-saving, product variety, and attractive discounts were identified as the major factors motivating consumers to shop online. The study also found that most respondents were satisfied with their online shopping experiences.

However, certain problems such as delayed delivery, product damage, misleading advertisements, high prices, payment-related issues, and concerns about security continue to affect consumer satisfaction. The study suggests that e-commerce companies should improve product quality, strengthen payment security, ensure timely delivery, provide transparent product information, and enhance customer support services. Overall, the study concludes that online shopping has significant growth potential in Ambasamudram and that improving customer trust and service quality will further enhance consumer satisfaction and loyalty.

Keywords: Online Shopping, Consumer Perception, Customer Satisfaction, E-Commerce, Consumer Behaviour, Ambasamudram.

Introduction

In the modern digital era, online shopping has emerged as one of the most convenient and fastest-growing methods of purchasing goods and services. With the increasing use of smartphones, internet accessibility, and digital payment systems, consumers are rapidly shifting from traditional shopping to online platforms. Online shopping allows consumers to compare prices, explore various product categories, and make purchases from the comfort of their homes.

In India, the e-commerce industry has witnessed exponential growth over the past decade, especially in semi-urban and rural areas. Ambasamudram, a developing town in Tamil Nadu, is also experiencing a steady rise in online shopping practices. Consumers are gradually becoming familiar with ecommerce platforms like Amazon, Flipkart, Meesho, Myntra, and others. At the same time, their perception and satisfaction levels depend on several factors such as price, quality, delivery service, trust, convenience, and customer support. This study focuses on understanding the perception, satisfaction level, and challenges faced by online shoppers in Ambasamudram.

Review of Literature

Kotler and Keller (2016) examined consumer buying behaviour in digital markets and found that convenience, product variety, price competitiveness, and trust significantly influence consumers' online purchasing decisions. The study highlighted that customer satisfaction depends largely on website quality and after-sales service.[1]

Pavlou (2003) investigated the role of consumer trust in e-commerce and concluded that trust is one of the most important determinants of online purchase intention. The studyemphasized that secure payment systems and privacy protection increase customers' willingness to shop online.[2]

Chen and Barnes (2007) studied online shopping behaviour and reported that website usability, information quality, and perceived security positively affect customer satisfaction and loyalty. They also observed that trust encourages repeat online purchases.[3]

Vijayasarathy (2004) examined factors influencing online shopping intentions and found that perceived usefulness, ease of use, and compatibility with consumers' lifestyles significantly affect online buying behaviour.[4]

Srinivasan, Anderson, and Ponnavolu (2002) found that customer loyalty in online shopping depends on customization, convenience, trust, and interactive communication between buyers and sellers. Their study emphasized the importance of maintaining long-term customer relationships.[5]

Gupta and Bansal (2012) analyzed consumer behaviour towards online shopping in India and reported that young consumers are more willing to adopt online shopping due to convenience, attractive

[1]Philip Kotler and Kevin Lane Keller, *Marketing Management*, 15th ed. (New Delhi: Pearson Education, 2016).

[2] Paul A. Pavlou, "Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model," *International Journal of Electronic Commerce*, Vol. 7, No. 3 (2003), pp. 101–134.

[3] Yu-Hui Chen and Stuart Barnes, "Initial Trust and Online Buyer Behaviour," *Industrial Management & Data Systems*, Vol. 107, No. 1 (2007), pp. 21–36.

[4] Leo R. Vijayasarathy, "Predicting Consumer Intentions to Use Online Shopping," *Information & Management*, Vol. 41, No. 6 (2004), pp. 747–762.

[5] Srini S. Srinivasan, Rolph Anderson, and Kishore Ponnavolu, "Customer Loyalty in E-Commerce," *Journal of Retailing*, Vol. 78, No. 1 (2002), pp. 41–50.

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discounts, and wider product availability. However, concerns regarding product quality and delayed delivery remain significant barriers.[6]

Kalia and Arora (2011) studied online buying behaviour among Indian consumers and concluded that price comparison, promotional offers, and time-saving are major factors encouraging online shopping. The study also identified security concerns as an important challenge affecting consumer confidence.[7]
Bhatnagar, Misra, and Rao (2000) investigated perceived risks in online shopping and found that financial risk, product performance risk, and privacy concerns discourage consumers from making online purchases. The researchers suggested that secure transaction systems can reduce these perceived risks.[8]

Monsuwé, Dellaert, and De Ruyter (2004) reviewed various studies on online consumer behaviour and concluded that attitudes toward online shopping are influenced by convenience, trust, perceived usefulness, previous shopping experience, and social influence. Positive experiences increase the likelihood of repeat purchases.[9]

Kim, Ferrin, and Rao (2008) examined trust and satisfaction in e-commerce and concluded that website quality, transaction security, service quality, and reliable delivery significantly improve customer satisfaction and encourage continued online shopping.[10]

Statement of Problem

Online shopping has emerged as one of the fastest-growing methods of purchasing goods and services due to the increasing use of the internet, smartphones, and digital payment systems. Consumers prefer online shopping because it offers convenience, a wide variety of products, competitive prices, and home delivery. In Ambasamudram, the adoption of online shopping has also increased significantly, especially among young consumers, students, and working professionals. As e-commerce platforms continue to expand, understanding consumers' buying behaviour and preferences has become increasingly important.

Despite the growing popularity of online shopping in Ambasamudram, consumers continue to face several challenges, including lack of trust in online sellers, delays in product delivery, concerns about product quality, difficulties in returning or replacing products, and inadequate grievance redressal

[6]Sunil Gupta and Ruchi Bansal, "Consumer Behaviour Towards Online Shopping in India," International Journal of Marketing and Technology, Vol. 2, No. 9 (2012), pp. 245–256.

[7]Prateek Kalia and Brij Arora, "Consumers' Attitude Towards Online Shopping," *International Journal of Management Research*, Vol. 3, No. 2 (2011), pp. 45–52.

[8]Amit Bhatnagar, Sanjog Misra, and H. Raghav Rao, "On Risk, Convenience, and Internet Shopping Behaviour," *Communications of the ACM*, Vol. 43, No. 11 (2000), pp. 98–105.

[9]Thea P. Monsuwé, Benedict G. C. Dellaert, and Ko de Ruyter, "What Drives Consumers to Shop Online? A Literature Review," *International Journal of Service Industry Management*, Vol. 15, No. 1 (2004), pp. 102–121.

[10] Dan J. Kim, Donald L. Ferrin, and H. Raghav Rao, "A Trust-Based Consumer Decision-Making Model in Electronic Commerce," *Decision Support Systems*, Vol. 44, No. 2 (2008), pp. 544–564.

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mechanisms. In addition, consumer perceptions and satisfaction levels differ based on demographic factors such as age, gender, educational qualification, and income. Therefore, it is essential to study consumers' perceptions of online shopping in Ambasamudram to identify their preferences, understand the problems they encounter, and evaluate their expectations. The findings of the study will help online retailers improve their services and enhance customer satisfaction.

Objectives of the Study

1. To study the demographic profile of online shoppers in Ambasamudram.
2. To measure the key factors influencing online shopping and to analyze the attitude of consumers towards online shopping.
3. To identify the problems faced by the current online shoppers in Ambasamudram.
4. To Study consumer perception towards online shopping.
5. To study the level of satisfaction of consumers towards online Shopping

Limitation of the Study

1. The study is confined only to ambasamudram, so the results cannot be generalized to other areas.
2. The sample size is limited, which may not fully represent the entire population.
3. Due to time constraints, the study could not cover all aspects of online shopping behavior.
4. The data collected is based on respondents’ opinions, which may involve bias.
5. Online shopping trends keep changing rapidly, so the findings may not remain valid for a long period.
6. The study is limited only to consumer perception, satisfaction, and problems, not the technical or financial side of ecommerce companies

Research Methodology

Research Design: The study adopts descriptive research to analysed the problems faced by online hooping customers.

Area of Study: The study was conducted in Ambasamudaram, a major semi-urban area in Tirunelveli district.

Sample Size:50 respondents were selected for the study.

Sampling Method: Convenience sampling method was adopted to collect responses from active users of online shopping users’ services.

Data Collection

Primary Data: The required information for the present study has been collected both from primary and secondary sources. Normally primary data is collected from the customers in the form of interview with the help of questionnaire.

Secondary Data: The Secondary data is collected from Books, Bank Reports, Journals, Bank magazine etc. As it a study dealing with customer satisfaction, we tried to cover customers from all the segments like Government, Private, Agriculture, Professional, Businessman, Students etc.

Statistical Tools Used: The collected data is normally processed by using relevant statistical tools. In this research have analyzed percentage.

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Table – 01: Socio-Economic Condition of Selected Respondents

Variables	Category	No. of Respondents	Percentage
Gender	Male	16	32
	Fe-male	34	68
Age	Below 20 years	11	22
	21 – 30 years	29	58%
	31 – 40 years	05	10
	Above the 41years	05	10
Literacy Level	SSLC	04	08
	HSC	07	14
	Diploma	06	12
	Under Graduate	33	66
	Post graduate	00	00
Current Occupation	Students	31	62
	Govt. –Employee	02	04
	Private employee	06	12
	Business	02	04
	House wife	09	18
Monthly Income	Less than Rs.10,000	34	68
	Rs.10,001 - Rs.20,000	13	26
	Rs.20,001- Rs.30,000	02	04
	Above Rs.30,000	01	02
Marital status	Married	09	18
	Unmarried	41	82
Source of awareness	Friends	20	40
	Relatives	16	32
	Government scheme	03	06
	Advertising	11	22
	Others	00	00

(Source: Primary data)

The above table shows that, the demographic profile of the respondents indicates that out of the total 50 respondents, 68% were female and 32% were male, showing that women constituted the majority of the sample. Regarding age, the largest group (58%) belonged to the 21–30 years category, followed by 22% below 20 years, while 10% each were in the 31–40 years and above 41 years age groups. This indicates that the study mainly represents young adults.

In terms of educational qualification, 66% of the respondents were undergraduates, followed by 14% with Higher Secondary (HSC) education, 12% holding diplomas, and 8% with SSLC qualification. None of the respondents were postgraduates. With respect to occupation, 62% were students, making them the dominant occupational group, while 18% were housewives, 12% were private employees, and only 4% each were government employees and business people.

The income distribution reveals that 68% of the respondents earned less than ₹10,000 per month, while 26% earned between ₹10,001 and ₹20,000. Only 4% had a monthly income of ₹20,001–₹30,000, and 2% earned above ₹30,000, indicating that the majority belonged to the lower-income category.

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Regarding marital status, 82% were unmarried and 18% were married, reflecting the dominance of young respondents in the sample. Finally, the primary source of awareness was friends (40%), followed by relatives (32%), advertisements (22%), and government schemes (6%), while none of the respondents selected other sources. Overall, the findings suggest that the study mainly represents young, unmarried, undergraduate female students with low monthly income, who became aware of the subject primarily through friends and relatives.

Table – 02: Analysis of Purpose of Usage of Online Shopping Users

Particulars		No. of Respondents	Percentage of The Respondents
Opinion about online shopping service	Simple	11	37
	Easy to Use	12	40
	Difficult to Use	04	13
	Need for usage Training	03	10
Amount Spent per month	Less than Rs.1000	36	72
	Rs.1001- Rs. 5,000	10	20
	Rs.5001- Rs.10,000	03	06
	Above Rs.10,000	01	02
Using the period of online shopping	Below 1-Year	08	16
	1Years -2Years	14	28
	2-3Years	17	34
	More than 3 Years	11	22
Purpose of using online shopping services	cloths	23	46
	Gift product	02	04
	food	03	06
	cosmetics	17	34
	books	05	10
duration of using online shopping services	Daily	06	12
	Once a Week	09	18
	Fort nightly	15	30
	Once a month	20	40

(Source: Primary data)

The analysis of online shopping usage reveals that the majority of respondents have a positive opinion about online shopping services. Out of the total respondents, 40% stated that online shopping is easy to use, while 37% considered it simple. However, 13% felt that it is difficult to use, and 10% believed that users require training to use online shopping services effectively. This indicates that most respondents are comfortable with online shopping platforms.

With regard to monthly expenditure, 72% of the respondents spend less than ₹1,000 on online shopping, followed by 20% who spend between ₹1,001 and ₹5,000. Only 6% spend between ₹5,001 and ₹10,000, while 2% spend above ₹10,000 per month. This suggests that the majority of respondents make low-value online purchases.

The duration of online shopping usage shows that 34% of the respondents have been using online shopping services for 2–3 years, followed by 28% for 1–2 years, 22% for more than 3 years, and 16% for less than one year. This indicates that most respondents have adequate experience with online shopping.

Regarding the purpose of using online shopping services, 46% of the respondents mainly purchase clothing, making it the most preferred product category. This is followed by cosmetics (34%), books (10%), food items (6%), and gift products (4%). The findings reveal that clothing and cosmetic products are the most popular items purchased through online shopping platforms.

Finally, the frequency of using online shopping services indicates that 40% of the respondents shop once a month, 30% shop fortnightly, 18% shop once a week, and 12% shop daily. Overall, the analysis shows that respondents perceive online shopping services as simple and user-friendly, spend relatively small amounts on online purchases, have considerable experience using these platforms, and primarily purchase clothing and cosmetic products through monthly or fortnightly online shopping.

Table – 03 Awareness of Online Shoping Website

SI.No	Awareness Online Shopping Services	Respondents			
		Yes		No	
		Frequency	Percentage	Frequency	Percentage
1.	Amazon .com	50	100	00	00
2.	Ajio .com	23	46	27	54
3.	Flipkart .com	50	00	00	00
4.	Indiaplaza .com	20	40	30	60
5.	Shopsy .com	15	30	35	70
6.	Indiashopping .com	20	40	30	60
7.	Purple .com	14	28	36	72
8.	Nykaa .com	06	12	44	88
9.	Yarta .com	42	84	08	16
10.	Homeshop 18.com	40	80	10	20
11.	Snapdeal .com	45	90	05	10
12.	Meesho .com	50	100	00	00
13.	Myntra .com	49	99	01	02

(Source: Primary data)

The above table 3 presents the respondents' level of awareness regarding various online shopping websites. The findings reveal that 100% of the respondents are aware of Amazon.com and Meesho.com, making them the most recognized online shopping platforms among the respondents. Similarly, 98% of the respondents are aware of Myntra.com, while 90% know about Snapdeal.com. A high level of awareness is also observed for Yarta.com (84%) and Homeshop18.com (80%), indicating that these websites are well known among online shoppers.

On the other hand, awareness of some online shopping websites is comparatively lower. Only 46% of the respondents are aware of Ajio.com, while 40% know about Indiaplaza.com and Indiashopping.com. Further, 30% are aware of Shopsy.com, 28% know about Purple.com, and only 12% are familiar with Nykaa.com, making it the least recognized website among the respondents.

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Overall, the analysis indicates that respondents have a high level of awareness of leading and well-established online shopping platforms, particularly Amazon, Meesho, Myntra, and Snapdeal, whereas awareness of specialized or less popular websites is comparatively limited. This suggests that consumers tend to be more familiar with widely advertised and frequently used e-commerce platforms than with niche online shopping websites.

Findings

1. Among the online shopping user's 68% of the respondents are female members.
2. It is found that, 58% of the respondents are lay down in the age group of 19-25 years.
3. Out of 50 respondents, 82% of the respondents are unmarried.
4. Out of 50 respondents, 66% of the respondents are graduates.
5. Out of 50 respondents, 62% of the respondents are students.
6. It's found that, 70% of the respondents are 3-4 family size.
7. Out of 50 respondents,72% of the respondents are in nuclear family type.
8. It's found that, 56% of the respondents are urban area.
9. It's found that, 72% of the respondents are visited online shopping.
10. It is found that, 78% of the respondents amount spent for last online shopping.
11. It is found that, 84% of the respondents were paid their amount on cash on delivery.
12. It is found that, 38% of the respondents have 1-2 years of experience in online shopping.
13. It is found that, 32% of the respondents do online shopping because of the discount offered by these service providers.
14. It is found that, 32% of the respondents are prefer to buy clothes through online.
15. Out of 50 respondents, 40% of the respondents are prefer online shopping save their time.
16. It is found that, 34% of the respondents have convenient to buy online shopping.
17. It is found that, 52% of the respondents do online shopping for free gift.
18. Out of 50 respondents, 36% of the respondents are facing product damage problem.
19. It is found that, 32% of the respondents satisfied in purchasing trendy items through online shopping.

Suggestions

The following are the major suggestions from the research on "ONLINE SHOPPING" Even though online shopping is increasing still many people believe in additional method of shopping.

1. Companies into ecommerce are mainly concentrating towards the salaried professionals which constitute the main target segment.
2. People believe online shopping is quite expensive and there are no ways for bargaining.
3. Many customers though may be ready to shop online but are not much aware of it.
4. Online shopping is newly emerged virtual market and hence measures must be taken to increase market share.
5. Many are not comfortable shopping online.
6. People feel unsecured using online shopping, disclosure of their personal information paying online and delivery of products.
7. Customer's behavior always looks some extra benefit with purchasing. They demand for affordable price for products and gifts with purchasing.
8. Certain percentage of the respondents is say price is high, so every company fix reasonable price.
9. Purchase motivation will be increase the brand image.
10. Lost but not least, every company should create awareness about online shopping to the people.

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Conclusion

The present study was undertaken to examine the consumer perception towards online shopping in Ambasamudram and to understand the level of awareness, usage pattern, preferences, and satisfaction of consumers. The findings of the study indicate that online shopping has become an important part of consumers' purchasing behavior due to the increasing availability of internet facilities, smartphones, and digital payment methods. Most of the respondents were young, educated, and familiar with online shopping websites such as Amazon, Flipkart, Meesho, and Myntra. The majority of the respondents considered online shopping to be simple and easy to use and preferred purchasing products such as clothing, cosmetics, books, and other consumer goods through online platforms.

The study further reveals that most respondents spend a relatively small amount on online shopping every month and generally shop once a month or fortnightly. The convenience of shopping from home, availability of a wide variety of products, attractive discounts, and time-saving features were found to be the major factors influencing consumers to shop online. Overall, the respondents expressed a satisfactory level of experience with online shopping services, indicating the growing acceptance of e-commerce among consumers in Ambasamudram.

However, the study also identified certain issues that affect consumer satisfaction. Some respondents expressed dissatisfaction due to problems such as payment failures, high product prices, delayed delivery, poor packaging, receipt of damaged or defective products, misleading advertisements, and differences between the actual product and the product displayed on the website.

In addition, difficulties in the return and refund process, hidden charges, and concerns about the security of online transactions also influenced the shopping experience of some consumers. These challenges highlight the need for online retailers to continuously improve the quality of their services and strengthen customer trust.

Based on the findings, it can be concluded that online shopping has a promising future in Ambasamudram. To maintain customer satisfaction and attract new consumers, e-commerce companies should focus on providing secure payment systems, timely delivery, quality products, transparent pricing, accurate product descriptions, effective customer support, and hassle-free return and refund policies. Companies should also ensure that advertisements are truthful and product information is complete so that customers can make informed purchasing decisions.

Consumers, on the other hand, should compare products from different websites, verify seller ratings and customer reviews, understand the payment and delivery policies, and carefully read the product specifications before making a purchase. Taking these precautions can help consumers avoid unnecessary problems and make better purchasing decisions.

In conclusion, online shopping has transformed the traditional shopping experience by offering convenience, accessibility, and a wider range of products. Although certain challenges remain, continuous improvements in technology, logistics, customer service, and digital payment security will further enhance consumer confidence and satisfaction. Therefore, online shopping is expected to continue growing and play a significant role in the future retail market, benefiting both consumers and online retailers.

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