ISSN:0971-1260
Vol-22-Issue-4-October-December-2019

Online purchase and Variance of Consumer Perception towards online purchase with reference to Coimbatore – A study

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Abstract

Online purchase has become the most convenient method of purchasing than the traditional purchase, and nowadays it become more popular in India and worldwide. Price is comparatively lower than the market and more verities are available in online, it saves time and money. Consumer perception applies the concept of sensory perception to marketing and advertising. Just as sensory perception relates to how humans perceive and process sensory stimuli through their five senses, consumer perception pertains to how individuals form opinions about companies and the merchandise they offer through the purchases they make. Online purchase saves the people the drudgery of hopping from one shop to another to buy the items they require. However, with so many online retailers selling a large variety of products, it becomes impossible for even online shoppers to decide what to buy, and from where. 225 questionnaire were issued for data collection, out of it 208 collected back. Eight questionnaire were not filled in proper manner, finally 200 questionnaire were selected for this study. Master table prepared in MS excel and uploaded to SPSS for further analysis. Researcher concluded that the sample respondents perceived the above while buying products through online. All the branded and non branded manufactures are selling their products through online, number of online buying consumers also increasing. These activities will increase in future; it helps to get the products from anywhere India.

Keywords : online purchase, consumer perception, buying behaviour and consumer variance

INTRODUCTION

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Online purchase has become the most convenient method of purchasing than the traditional purchase, and nowadays it become more popular in India and worldwide. Price is comparatively lower than the market and more verities are available in online, it saves time and money. During holidays, online shopping saves the time of individuals, the hassle of searching several stores and has to wait in long queues for billing for the particular items. Internet changed the way the consumers shop and buy goods and services; it has rapidly evolved into global phenomenon. Internet helps to cut short the marketing costs of the companies, many companies started practicing the same. In this manner, the costs of the product and service are reduced in price, in order to stay sound in the highly competitive markets.

No doubt the internet has influenced our lives deeply in which it plays an indispensable and an inimitable role. Many experts are optimistic about the prospect of online business. In addition to the tremendous potential of the E-commerce market, the internet provides a unique opportunity for companies to more efficient reach of the existing and potential customers. Online shopping has its drawbacks too, we cannot touch and feel the item, delay in shipping, delivery charges make product expensive specially in low cost items, risk of losing your money, stealing of your card details etc.

CONSUMER PERCEPTION

Consumer perception applies the concept of sensory perception to marketing and advertising. Just as sensory perception relates to how humans perceive and process sensory stimuli through their five senses, consumer perception pertains to how individuals form opinions about companies and the merchandise they offer through the purchases they make. Merchants apply consumer perception theory to determine how their customers perceive them. They also use consumer perception theory to develop marketing and advertising strategies intended to retain current customers and attract new consumers.

LITERATURE REVIEW

Dr. S. Hariharan and Dr. N. Selvakumar, (2018) their study concluded that the present study is an attempt made to analyze the perception of consumers towards online shopping in Tirupattur. This study has been a rewarding experience to identify the satisfaction level and problems faced by consumers during shopping online and it states that majority of the consumers perceived positively and they were very much satisfied in online shopping. On the other hand the consumers are facing more problems during shopping online. Hence the policy makers can utilize the suggestions of this

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study to enhance the redressal mechanism to resolve the problems faced by the consumer during online shopping to switch the consumers to customers.

Muthumani & *et.al.* (2017) this study shows that the online shopping is one of the most popular way for the consumers to make purchases of goods and availing services, but this study identifies that it is not a comfortable and safest one for consumers to make purchases and availing services online. The study also finds that online shopping is gaining popularity among young people to make purchases for their requirements.

Madhu & Sampath (2017) in their study online shopping is now become a primary part of any business. This study also stressed that the e-commerce portals have to educate and promote the consumers towards online shopping by determine the factors influencing the consumers towards online shopping. This study concludes that the era of information providing new dimension to the marketer and consumer as well by virtual shops in India.

Guo Jun & *et.al.* (2017) in their study, Online shopping is an innovative platform to do business in this competitive world and it is a classic example of the business revolution. This study focused on online shopping in china and the study states that consumer perceived positively with relate to factors such as usability, safety, privacy, after sales service and quality of products. It also states that most of the young population preferred to use online shopping to make purchase for their necessities.

Pritam Kothari & *et.al.* (2016) this study states that the rising number of internet user in India provides a bright prospect for e-commerce. This paper highlights on factors which influences consumer to shop online. Indian consumers use e-commerce portal not only to purchase the product but also to avail online services. This study finds that majority of customers perceived that online shopping is the best way to buy goods and services and they were willing to continue this platform of purchasing.

Rajarajan and Vetriveeran (2016) this paper analysed the customer satisfaction level in online marketing. The study was conducted among two hundred and fifty respondents and it finds that majority of the respondents preferred to use online shopping portal for buying goods and services and this study suggest that due to increasing importance of online shopping, e-merchants should protect the consumers by supplying quality goods and services at affordable price.

NEED AND IMPORTANCE OF THE STUDY

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Online purchase saves the people the drudgery of hopping from one shop to another to buy the items they require. However, with so many online retailers selling a large variety of products, it becomes impossible for even online shoppers to decide what to buy, and from where. There is an urgent need of one-stop shopping information centre from where you can receive all relevant information on the products and services available. There are some sites online that offer reports on various products and services. These reports are based on information received from online purchasers.

SCOPE OF THE RESEARCH

This study covers the consumer's perception of online purchase in Coimbatore. To find the factors influence the consumer perception of online purchase.

OBJECTIVES OF THE STUDY

The following are the objectives of the study

- To present the socio economic profile of the sample respondents.
- To find the perception variables and find the variance between the socio economic profile and consumer perception on online purchase.
- To offer suggestions to the online consumers.

RESEARCH METHODOLOGY

Researcher conducted the study in Coimbatore city, convenient sampling method adopted to collect the data, the same time the researcher given importance to all levels of people like lower, middle class and upper middle class. Structured questionnaire was used to collect data at Coimbatore, researcher met respondents in their respective places. The respondent's response to each and every question was carefully noted in the questionnaire. 225 questionnaire were issued for data collection, out of it 208 collected back. Eight questionnaire were not filled in proper manner, finally 200 questionnaire were selected for this study. Master table prepared in MS excel and uploaded to SPSS for further analysis.

HYPOTHESIS

H1: There is no variance between the socio economic profile and perception in online purchase.

ANALYSIS AND INTERPRETATION

The researcher used percentage analysis, t test and ANOVA to analysis the data to reach the objectives. Percentage analysis used to understand the socio economic profile of the sample respondents. ANOVA and t test used to find the variance between the socio economic factors and

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perception on online purchase.

PERCENTAGE ANALYSIS

Table 1 : Gender of the sample respondents

Gender	Number of respondents	Percentage
Male	83	41.50
Female	117	58.50
Total	200	100

Source : Survey data

The above table shows the gender of the sample respondents, out of two hundred sample respondents, eighty three (41.50%) respondents are male and remaining one hundred and seventeen (58.50%) sample respondents are female. Majority (58.50%) of the sampler respondents are female.

Table 2 : Age group of the sample respondents

Age group	Number of respondents	Percentage
Less than 25 years	76	38.00
26 years to 35 years	81	40.50
36 years to 45 years	24	12.00
46 years to 55 years	19	9.50
Total	200	100

Source : Survey data

The above table shows the age group of the sample respondents. Age group was classified into four categories, but there was no respondents were in above 55 years old this data collection. Seventy six (38.00%) respondents come under the age group of less than 25 years. Eighty one (40.50%) respondents come under the age group of 26 years to 35 years. Twenty four (12.00%) respondents come under the age group of 36 years to 45 years and remaining nineteen (9.50%) respondents come under the age group of 46 years to 55 years. Majority (40.50%) of the respondents were come under the age group of between 26 years and 35 years.

Table 3 : Marital status of the sample respondents

Marital status	Number of respondents	Percentage
Married	103	51.50
Unmarried	97	48.50

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Total	200	100

Source : Survey data

The above table shows the marital status of the sample respondents. One hundred and three (51.50%) sample respondents were married and remaining forty seven (48.50%) sample respondents were unmarried. Majority (51.50%) of the respondents are married.

Table 4 : Educational Qualification of the sample respondents

Educational Qualification	Number of respondents	Percentage
School level	48	24.00
Under Graduate	64	32.00
Post Graduate	39	19.50
Diploma	15	7.50
Professionals	34	17.00
Total	200	100

Source : Survey data

The above table shows the educational qualification of the sample respondents. Forty eight (24.00%) sample respondents studied school level. Sixty four (32.00%) sample respondents were under graduates. Thirty nine (19.50%) sample respondents were post graduates. Fifteen (7.50%) respondents were diploma holders and remaining thirty four (17.00%) sample respondents were professionals. Majority (32.00%) of the sample respondents were under graduates.

Table 5 : Occupation of the sample respondents

Occupation	Number of respondents	Percentage
Student and not working	41	20.50
Student and part-time working	21	10.50
Private Employment	43	21.50
Government Employment	21	10.50
Business	29	14.50
Professional	20	10.00
House Wife	25	12.50
Total	200	100

Source : Survey data

The above table shows the occupation of the sample respondents. Forty one (20.50%) sample respondents are students and they are not working as part time. Twenty one (10.50%)

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sample respondents are students and the same time they are working. Forty three (21.50%) sample respondents are working in private organizations. Twenty one (10.50%) sample respondents are working in Government organizations. Twenty nine (14.50%) sample respondents are doing business. Twenty (10.00%) sample respondents are professionals and remaining forty five (12.50%) sample respondents are house wife. Majority (21.50%) of the sample respondents are working in private organizations.

Table 6 : Family type of the sample respondents

Family type	Number of respondents	Percentage
Nuclear family	149	74.50
Joint family	51	25.50
Total	200	100

Source : Survey data

The above table shows the family type of the sample respondents. One hundred and forty nine (74.50%) sample respondents' family are nuclear and remaining fifty one (25.50%) sample respondents' family are joint family. Majority of the respondents are nuclear family members.

Table 7 : Family size of the sample respondents

Family Size	Number of respondents	Percentage
2 members	21	10.50
3 members	85	42.50
4 members	59	29.50
Above 5 members	35	17.50
Total	200	100

Source : Survey data

The above table shows the family size of the sample respondents. Twenty one (10.50%) respondents' family has 2 members. Eighty five (42.50%) respondents' family has 3 members. Fifty nine (29.50%) respondents' family has 4 members and remaining thirty five (17.50%) respondents' family has above 5 members. Majority (42.50%) of the sample respondents' family has 3 members.

Table 8 : Number of earning members of the sample respondents

Number of earning members	Number of respondents	Percentage
1 member	50	25.00
2 members	103	51.50
3 members	32	16.00

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Above 4 members	15	7.50
Total	200	100

Source : Survey data

The above table shows the number of earning members of the sample respondents. Fifty (25.00%) sample respondents' family has 1 earning member. One hundred and three (51.50%) sample respondents' family has 2 earning members. Thirty two (16.00%) sample respondents' family has 3 earning members and remaining fifteen (7.50%) sample respondents' family has above 4 earning members. Majority (51.50%) of the sample respondents' family has 2 earning members.

Table 9 : Family Monthly income of the sample respondents

Number of earning members	Number of respondents	Percentage
Below Rs.25,000	59	29.50
Rs.25,001 – Rs. 40,000	68	34.00
Rs.40,001 – Rs. 55,000	27	13.50
Rs.55,001 – Rs. 70,000	22	11.00
Above Rs.70,000	24	12.00
Total	200	100

Source : Survey data

The above table shows the family monthly income of the sample respondents. Fifty nine (29.50%) sample respondents family monthly income is below Rs. 25,000. Sixty eight (34.00%) sample respondents family monthly income is between Rs. 25,001 and Rs. 40,000. Twenty seven (13.50%) sample respondents family monthly income is between Rs. 40,001 and Rs. 55,000. Twenty two (11.00%) sample respondents family monthly income is between Rs. 55,001 and Rs. 70,000 and remaining twenty four (12.00%) sample respondents family monthly income is above Rs. 70,000. Majority (34.00%) of the sample respondents' family monthly income is between Rs. 25,001 and Rs. 40,000.

Table 10 : Amount spent for purchasing online per month of the sample respondents

Amount spent for purchasing online per month	Number of respondent	Percentage
Less than Rs. 2,000	101	50.50
Rs. 2,001 – Rs. 4,000	53	26.50
Above Rs. 4,000	46	23.00

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Total	200	100

Source : Survey data

The above table shows the amount spent for purchasing online per month. One hundred and one (50.50%) respondents are spending less than Rs. 2,000 per month for online purchases. Fifty three (26.50%) respondents are spending Rs. 2,001 to Rs. 4,000 per month for online purchases and remaining forty six (23.00%) respondents are spending above Rs. 4,000 per month for online purchases. Majority (50.50%) of the sample respondents are spending less than Rs. 2,000 per month for online purchases.

Analysis of Variance (ANOVA)

One way ANOVA and t test are applied to find the variance between the socio economic factors and perception score of online purchase of sample respondents, according to the categories of the socio economic factors t test and ANOVA applied. The following table shows the t test and ANOVA.

t-test for Equality of Means

Table 11 : Gender and Perception of online purchase

Sl. No.	Gender	Mean	SD	T Value	DF	Result
1	Male	103.75	10.31	**2.858**	**198**	**Significant**
2	Female	107.69	9.08			
Total		106.02	9.80			

Source : Computed data

The above table shows the t value of gender and perception of online purchase. P value is less than 0.05, it shows that there is significant variance between gender and perception of online purchase. Hence, hypothesis is rejected at 5% significant level.

Table 12 : Marital Status and Perception of online purchase

Sl. No.	Marital Status	Mean	SD	T Value	DF	Result
1	Married	107.10	10.48	**2.018**	**198**	**Significant**
2	Unmarried	104.64	8.72			
Total		106.02	9.80			

Source : Computed data

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The above table shows the t value of marital status and perception of online purchase. P value is less than 0.05, it shows that there is significant variance between marital status and perception of online purchase. Hence, hypothesis is rejected at 5% significant level.

Table 13 : Family type and perception online purchase

Sl. No.	Family Type	Mean	SD	T Value	DF	Result
1	Nuclear family	106.63	8.24	**1.590**	**198**	**Not Significant**
2	Joint family	104.06	13.53			
	Total	106.02	9.80			

Source : Computed data

The above table shows the t value of gender and perception of online purchase. Calculated P value is greater than 0.05, it shows that there is no significant variance between gender and perception of online purchase. Hence, null hypothesis is accepted at 5% significant level.

Analysis of Variance (ANOVA)

Table 14 : Age group and Perception of online purchase

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	483.436	3	161.145	1.697	Not Significant
Within Groups	18611.519	196	94.957		
Total	19094.955	199			

Source : Computed data

The above ANOVA output shows the variance between the age group and perception of online purchase. Calculated P value is greater than 0.05. There is no significant variance between age group and perception of online purchase. Hence, null hypothesis is accepted at 5% significant level.

Table 15 : Educational qualification and Perception of online purchase

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1123.155	4	280.789	3.047	Significant
Within Groups	17971.800	195	92.163		
Total	19094.955	199			

Source : Computed data

The above ANOVA output shows the variance between the educational qualification and perception of online purchase. Calculated P value is less than 0.05. There is significant variance between educational qualification and perception of online purchase. Hence, null hypothesis is

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rejected at 5% significant level.

Table 16 : Occupation and Perception of online purchase

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1584.443	6	264.074	2.911	Significant
Within Groups	17510.512	193	90.728		
Total	19094.955	199			

Source : Computed data

The above ANOVA output shows the variance between the occupation and perception of online purchase. Calculated P value is less than 0.05. There is significant variance between occupation and perception of online purchase. Hence, null hypothesis is rejected at 5% significant level.

Table 17 : Family size and Perception of online purchase

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	147.030	3	49.010	.507	Not Significant
Within Groups	18947.925	196	96.673		
Total	19094.955	199			

Source : Computed data

The above ANOVA output shows the variance between the family size and perception of online purchase. Calculated P value is greater than 0.05. There is no significant variance between family size and perception of online purchase. Hence, null hypothesis is accepted at 5% significant level.

Table 18 : Number of earning members and Perception of online purchase

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	782.570	3	260.857	2.792	Significant
Within Groups	18312.385	196	93.431		
Total	19094.955	199			

Source : Computed data

The above ANOVA output shows the variance between the number of earning members and perception of online purchase. Calculated P value is less than 0.05. There is significant variance between number of earning members and perception of online purchase. Hence, null hypothesis is rejected at 5% significant level.

Table 19 : Family monthly income and Perception of online purchase

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1222.968	4	305.742	3.336	Significant

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Within Groups	17871.987	195	91.651		
Total	19094.955	199			

Source : Computed data

The above ANOVA output shows the variance between the family monthly income and perception of online purchase. Calculated P value is less than 0.05. There is significant variance between family monthly income and perception of online purchase. Hence, null hypothesis is rejected at 5% significant level.

Table 20 : Amount spent for online purchase and Perception of online purchase

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	346.874	2	173.437	1.822	Not Significant
Within Groups	18748.081	197	95.168		
Total	19094.955	199			

Source : Computed data

The above ANOVA output shows the variance between the amount spent for online purchase and perception of online purchase. Calculated P value is greater than 0.05. There is no significant variance between amount spent for online purchase and perception of online purchase. Hence, null hypothesis is accepted at 5% significant level.

FINDINGS

1. Majority (58.50%) of the sampler respondents are female.
2. Majority (40.50%) of the respondents were come under the age group of 26 years to 35 years.
3. Majority (51.50%) of the respondents are married.
4. Majority (32.00%) of the sample respondents were under graduates.
5. Majority (21.50%) of the sample respondents are working in private organizations.
6. Majority (74.50%) of the sample respondents' family nuclear family members.
7. Majority (42.50%) of the sample respondents' family has 3 earning members.
8. Majority (51.50%) of the sample respondents' family has 2 earning members.
9. Majority (34.00%) of the sample respondents' family monthly income is between Rs. 25,001 and Rs. 40,000.
10. Majority (50.50%) of the sample respondents are spending less than Rs. 2,000 per month for online purchases.
11. T test shows that there is significant variance between gender and marital status with perception on online purchase. There is no variance between family type and perception on

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online purchase.

12. ANOVA output shows, there is significant variance between educational qualification, occupation, number of earning members, family monthly income with perception on online purchase. There is no significant variance between age group, family size, amount spent with perception on online purchase.

SUGGESTIONS

Following are the suggestions given by the researcher to the consumers

- ✓ Online purchase is much useful to the consumers, it save time and money the same time consumers before place order have to read the full products details and specifications.
- ✓ Users reviews are uploaded in the website, consumers should read the user reviews and upload their experience, it will be much useful to another buyers.
- ✓ There are lot of sellers available in online, they are upload the products image and other details. There is more difference in price, the same time there will be difference in products also. Consumers have to carefully read the products details before placing any order.
- ✓ Online payment options available to the consumers, by debit card, credit card and online payment. While making payment through online, the buyer's card details and online payment details are recorded in the website. It may not be secure, so consumers can use payment on delivery to take care of card details and online payment details.

CONCLUSION

Online purchase is becoming more popular day-by-day, usage of WORLD WIDE WEB known as www. understanding the consumer's attitudes towards online shopping. Invariably consumers are using online shopping right from students to retired persons. It helps the marketers to show all the products to the consumers with less expense. Marketers need not put showroom at all the place to sell their products, online helps them to sell the products all over India. Service providers help the consumers and marketers to track the products, delivery date and delivery details. Sample respondents perceived that there are fewer procedures to place their order, EMI and credit card options make them their purchase conveniently. The existing user's reviews are much useful to the new buyers; the rare products are available to buy. Online purchase helps the consumers to reduce their expenses; buyers could customize the products based on their requirements. Buyers could upload their queries regarding the products usages and availability, the seller or other users could reply and it is much useful to the buyers. Buyers could buy the products

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purchase from anywhere, at any point, and from any vendor located domestically. The sellers are ready to take back the products sold, if consumers are not satisfied with the products. Replacement option enable the consumers to place order with more confidence. The sample respondents perceived the above while buying products through online. All the branded and non branded manufactures are selling their products through online, number of online buying consumers also increasing. These activities will increase in future; it helps to get the products from anywhere India.

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