

# CONSUMERS ATTITUDE TOWARDS BUYING SPECTACLES THROUGH ONLINE WITH REFERENCE TO COIMBATORE CITY

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## ABSTRACT

Purchasing is an attempt to acquire the goods and services to accomplish the goals. Although there are several organisations that attempt to set standards in the purchasing process, processes can vary greatly between organisations. In the modern era, consumers started buying the products they need through the mode of online. The research study is about the consumers buying behaviour towards spectacles / power glasses through online. The advancement of the technology and the factor influencing the consumers to purchase medical products through online websites like Lenskart, Specs makers, Cool winks, Titan Eye Plus, Select specs, Crazy specs, Smart buy glasses, etc. It also considers the suggestions given by the samples.

**Key Words:** *Online, Spectacles, Satisfaction, etc.,*

## INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2016, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal. For physical

products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

Buying spectacles through online is a single click activity. But for that, the consumer should have enough knowledge to handle the internet. The online shops like Lenskart, Titan Eye plus, Specs makers, etc. should attract the consumers through the quality of the product, which is the main part of purchasing the product through online. Adding to this, offers, discounts provided by them also plays a major role in attracting the public to buy specs through online. The platform that the consumer used to buy the product, should be user friendly especially buying specs through online in the digital era should have all the modernised features like home trial, 3D try on to attract the utmost all the online users who are having an intention to buy the specs through online.

- *Ease of use*
- *Related items*
- *Variety of payment gateways*
- *User reviews*
- *High resolution Photo / Videos*
- *Security features*

As like a coin, even the online shopping also has its negative side,

- *Spending too much time*
- *Complicated returns policy*
- *Unfriendly*
- *Scammy*
- *Complicated websites*
- *Don't know, what we will get.*

## STATEMENT OF PROBLEM

In the modern era, people prefer to buy the products from the place where they are. The modern equipment like mobiles, laptops, etc., also helps the consumers to do so. When it comes to the online purchase, the consumers have multiple choices and sites to buy various products. The method of selecting, method of payment, method of receiving needs to be considered, as those all are security oriented. Not only receiving the product, the method of returning should also be feasible. The study pertains consumers attitude towards buying spectacles through the method of online, in which most of the consumers facing problems like unsecured payment gateway, not receiving the actually ordered products, discrepancy in the power of the specs provided, unavailability of customer desk services and no way to returning the received products.

## OBJECTIVES

1. To study the demographic variables related to consumers purchasing online.
2. To know the factors influencing the consumers to buy the specs through online.

## LIMITATIONS

1. The study is limited to only 98 respondents.
2. The survey is conducted only through online, and the respondents are from the Coimbatore city, as the study is about online purchasing.

## RESEARCH METHODOLOGY

- ✚ **Data Collection:** The study is based on the primary data, which was collected using online questionnaire method (Google forms).
- ✚ **Sample Size:** 98 respondents were taken for the study from the Coimbatore city, who are the online users. (2 respondents were eliminated due to providing irrelevant answers)
- ✚ **Statistical Tools:** Simple Percentage Analysis.
- ✚ **Area of the study:** Coimbatore City is the study area and Online mode is used as a platform to collect the data from the respondents.
- ✚ **Sampling Method:** Convenience sampling is used for data collection.

## DATA ANALYSIS

S.No.	Particulars	Factors	Respondents	Percentage	Total
1	Age	Below 20 yrs	0	0	98
		20 - 30 yrs	90	92	
		30 - 40 yrs	4	4	
		Above 40 yrs	4	4	
2	Gender	Male	55	56	98
		Female	43	44	
3	Education	Illiterate	0	0	98
		Schooling	4	4	
		Graduate	83	85	
		Professional	11	11	
4	Occupation	Business	12	12	98
		Employed	56	57	
		Studying	8	8	
		Other	22	22	
5	Monthly Income	Less than 10k	16	16	98
		10-20 k	55	56	
		20-30 k	23	23	
		Above 30k	4	4	
6	Website	Lenskart	51	52	98
		Specs makers	12	12	
		Titan	15	15	
		Others	20	20	
7	Type of specs	Power glass	31	32	98
		Reading glass	12	12	
		System glass	37	38	
		UV Protection	18	18	

8	<b>Offers</b>	Additional Products	27	28	98
		Gift Coupon	8	8	
		Lucky Drops	8	8	
		Price discount	55	56	
9	<b>Additional Feature (Rank)</b>	Variety of Design (1)	38	39	98
		Variety of Design (2)	18	18	
		Variety of Design (3)	42	43	
		3D try on (1)	14	14	98
		3D try on (2)	48	49	
		3D try on (3)	36	37	98
		Home trial (1)	62	63	
		Home trial (2)	24	24	
8	<b>Ordered and received are same?</b>	Yes	91	93	98
		No	7	7	
9	<b>Attempt for returning</b>	Not Attempted	5	5	7
		Attempted not Succeed	1	1	
		Attempted and Succeed	1	1	
10 (i)	<b>Satisfaction level on Design</b>	Design (Highly Dissatisfied)	8	8	98
		Design (Dissatisfied)	12	12	
		Design (Neutral)	19	19	
		Design (Satisfied)	43	44	
		Design (Highly Satisfied)	16	16	
10 (ii)	<b>Satisfaction level on Color</b>	Color (Highly Dissatisfied)	8	8	98
		Color (Dissatisfied)	8	8	
		Color (Neutral)	23	23	
		Color (Satisfied)	47	48	
		Color (Highly Satisfied)	12	12	
10 (iii)	<b>Satisfaction level on Quality</b>	Quality (Highly Dissatisfied)	8	8	98
		Quality (Dissatisfied)	8	8	
		Quality (Neutral)	24	24	
		Quality (Satisfied)	27	28	
		Quality (Highly Satisfied)	31	32	
10 (iv)	<b>Satisfaction level on Delivery</b>	Delivery (Highly Dissatisfied)	0	0	98
		Delivery (Dissatisfied)	16	16	
		Delivery (Neutral)	47	48	
		Delivery (Satisfied)	19	19	
		Delivery (Highly Satisfied)	16	16	
10 (v)	<b>Satisfaction level on Power</b>	Power (Highly Dissatisfied)	8	8	98
		Power (Dissatisfied)	12	12	
		Power (Neutral)	23	23	
		Power (Satisfied)	39	40	
		Power (Highly Satisfied)	16	16	
11	<b>Warranty</b>	1 Month	4	4	98
		3 Months	8	8	
		5 Months	8	8	
		6 Months	44	45	
		12 Months	34	35	
12	<b>Availability of Toll-free Number</b>	Yes	87	89	98
		No	11	11	
13	<b>Suggest to other</b>	Yes	83	85	98

**FINDINGS OF THE STUDY – Simple Percentage:**

- ❖ 90% of the respondents are falling in the *age group 20 – 30 years*.
- ❖ 55% of the respondents are *Male*.
- ❖ 83% of the respondents are *Graduate*.
- ❖ 56% of the respondents are *Employed*.
- ❖ 55% of the respondents are falling under the *Income group 10 – 20k*.
- ❖ 51% of the respondents are choosing *Lenskart* as a buying platform.
- ❖ 37% of the respondents are buying *System glass*.
- ❖ 55% of the respondents are buying through online for *Price Discount*.
- ❖ 42% of the respondents gave highest ranking (3) for *Variety of Design*.
- ❖ 48% of the respondents gave moderate ranking (2) for *3D try on*.
- ❖ 62% of the respondents gave least ranking (1) for *Home Trial*.
- ❖ 91% of the respondents *received the products* what they have ordered for.
- ❖ 71% of the respondents didn't try for *returning the product*.
- ❖ 43% of the respondents are satisfied with the *Design*.
- ❖ 47% of the respondents are satisfied with the *Colour*.
- ❖ 31% of the respondents are highly satisfied with the *Quality*.
- ❖ 47% of the respondents are neutrally satisfied with the *Delivery*.
- ❖ 39% of the respondents are satisfied with the *Power*.
- ❖ 44% of the respondents gave 6 months of *warranty* for their product.
- ❖ 87% of the respondents got response from the *Toll - free number*.
- ❖ 83% of the respondents will *suggest* online specs buying to others.

**SUGGESTIONS**

Buying products through online is developing around the world and mainly it plays a major role in the life of youngsters, as they are spending more time in online. The consumers should aware of the online websites they used to buy products, because all the platforms are not consumer friendly. Personal details like address, bank details, etc should be safe guarded, since there are many chances that the consumer details may be misused in the e-world. The consumer who have enough knowledge to handle the internet in a better way can suggest others to do online purchasing by also providing the safety measures. The consumers cannot expect the same product what they have ordered in online. When it comes to Spectacles, which has direct relationship with eyes – a most predominant part of our body, the consumers should take an extra care in choosing the product and platform as well. Getting the suggestion from Optometric, would also make the consumers happy and safe. As this study is made only with the 98 online users in the Coimbatore city, we concluded with the good note about the online purchasing of specs. Enchanting more samples across various areas may take the researchers into its bottomless version.

## CONCLUSION

Understanding the usage of specs and coming to know that the style, color, design may make the consumers to give away a stunning look to others but the quality of the frame and the correct power given in the lens is the main purpose and need of the consumers to wear the specs. Online Shopping is becoming a part and parcel in the modern world. Electronic gadgets like mobiles, laptops, tabs are handled by everyone, which makes the consumers to surf and order and to get the products to the place where they are. While the consumers are having an option to get the things done in a single click, who will spend the time to go to shops? The internet is giving numerous options to their consumers to their hands in a fraction of seconds, which influences the consumers to go for an online shopping. But the internet users should always have an eye on the safety side as well. If a consumer is well educated to handle the internet in a better way, yes, Online shopping is a real blessing to the consumer, or else it will definitely take him to its worst side. As this study is made only with the 98 online users in the Coimbatore city, we concluded with the good note about the online purchasing of specs. Enchanting more samples across various areas may take the researchers into its bottomless version.

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