

# A Study on Customer Preference towards Online Shopping in Theni District during the Covid 19 Lockdown

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## 1. INTRODUCTION:

**Online shopping** is action of buying products or services over the Internet. It means going online, landing on a seller's website, selecting something, and arranging for its delivery. The buyer either pays for the good or service online with a credit or debit card or upon delivery. Online shopping has been around for about twenty-five years. It has grown in popularity significantly.

## 2.IMPACT OF ONLINE MARKET ON CUSTOMER.

Nowadays, to make a purchase, consumers quickly turn to the internet to research and make their decision a couple of hours, or perhaps even minutes. Consumer behaviour is much more streamlined today and the business model is also briefer compared to the earlier ones. The following are some insights to help to understand the impact of online marketing on consumer behaviour.

1. Consumers have become researches with easy access to the internet; consumers today are much more enlightened and empowered. They are flooded with digital content each day. Their purchase decision is highly influenced by the interactions they have with the brand and other influencers online.
2. Digital word of mouth is trusted the most. In today's digital age, word of mouth is done in terms of customer reviews, influencer recommendations, ratings, testimonials, etc. Maximum consumers make sure to look at what the current brand users have to say about the product/service before making their purchase decision.
3. Consumers are not afraid to experiment The mindset of consumers has evolved massively today. They have become more welcoming towards products and brands that offer better features than before. All this was only possible through digital marketing that has made it easier for these new brands to reach out to the customers.
4. Consumers frequently switch brands Brand loyalty used to be a huge thing in the past. However today, consumers are quick to switch brands provided the new one is offering better features. With a heap load of options available in the market, consumer loyalty is difficult and switching is easy.
5. Consumers now have a lower tolerance level. Consumers today are not okay to settle or compromise in any manner. They expect an immediate response to their queries and grievances if any. They openly share their thoughts and views on the digital platforms which can make or break a brand's image in seconds. This can be managed with a strong Online Reputation Management (ORM) Strategy, where interactions with the consumers can potentially convert their negative image to the positive.

## 3. STATEMENT OF THE PROBLEM

As most of the companies are trying to catch the momentum of online market result into the rapid growth in the field of virtual shopping. With emerging field of online shopping the interest of marketers also focus on what actually motivates customer to buy products online. Fierce competition also forced to marketers to gain competitive advantage in field of online shopping. It is easy to study consumer behavior in offline shopping but in case of online shopping marketers faces problem while studying consumer behavior. As very less number of customers write comment on their purchase experience and marketers are desperate to know about the preferences of product, mode of payment, shipping, packaging, mode of return etc. There are some other demographic factors also plays an important role like gender, age, income and education. Customers also have lots of option in online shopping. What kind of features they see while choosing a website is also a matter of concern.

## Objectives:

- To discover the key factors that influence online buying behavior of consumers.
- To identify the determinants of online purchase intention among customers
- To discover that what kind of product/services customers like to purchase online.
- To find out the best website as per the customers experience

## 4. METHODOLOGY

This study has a sample of 100 respondents, which is selected at convenience to know the online shopping preference towards consumer. Primary data and secondary data have been used. Primary data were collected through the structured questionnaire and the secondary data were collected from various Books, Journals, Articles, Newspapers, Magazines and Websites. Percentage, simple average and ranking tools are used for the analysis. The study period was April2020 to September 2020

**Analysis:** In the following pages analysis of this study is represented in table format

### 1. Motivation behind online shopping

S. No	Reasons	Response
1	On line Shopping saves time	10%
2	Able to shop at any time of the day (24 X 7)	15%
3	Broad availability of goods	10%
4	Easy comparison of Product and vendors.	9%
5	Best price with difference schemes	12%
6	Home Delivery other services	7%
7	Review of products by different existing customers	9%
8.	Present COVID 19 lockdown situation	27%

### 2. Type of product/services purchase through online shopping

Products					
1.	Mobile & Tablets	21%	7.	Books /education	15%
2.	Clothing & accessories	12%	8.	Computer & accessories	20%
3.	Cameras , Audio & Video	8%	9.	Toys & Baby Products	5%
4.	Home Kitchen & Pets	2%	10.	Car, Motorbike & Industrial	1%
5.	Jewellery, Watches & Eyewear	2%	11.	Footwear	5%
6.	Beauty& Health	4%	12.	Handbags and luggage	5%

Services					
1	Rail/Bus/Flight / Movie Ticket	20%	3.	DTH/Mobile Recharge	10%
2.	Electricity/Telephone /Mobile Bill Payment	30%	4.	Taxi/Cab hiring	20%
3.	Hotel Reservation	5%	5.	Study Purpose	15%

### 3. Favourite web sites

1.	Flipkart	11%	8.	Jabong	8%
2.	Amazon	20%	9.	pepperfry	1%
3.	Snapdeal	10%	10.	Ebay	5%
4.	Shopclues	2%	11.	Paytm	15%
5.	Big basket	5%	12.	zomata	5%
6.	Myantra	4%	13.	Tata click	2%
7.	Reliance group	5%	14.	Others	7%

**Findings:** Due to Covid 19 the online purchasing habit is increased among the public to a greater extent in lockdown period.

In Products Mobiles & Tablets occupies first and its is followed by Computer accessories , In Services payment of Electricity/Telephone /Mobile Bill occupies first among others

Most popular website among the Theni District people is Amazon next website is Paytm

### SUGGESTIONS:

Customers give much more importance to security and privacy. Hence, online stores may try to maintain secrecy and confidentiality in keeping customers' data base especially with regard to information of debit/ credit card intact.

### CONCLUSION:

Online shopping in India is ever expanding and there exists huge market potential to tap untapped areas by online stores. Hence, E Retailers have to constantly ascertain their customers' expectations, initiate necessary actions at the earliest to contain

problems faced by their customers on online shopping and to offer full-fledge service like quality goods at a cheaper price, immediate replacement of damaged goods, shortening of delivery time, thereby customers satisfaction may be increased and be loyal, which assists to retain existing customers and to attract new ones. Due to the Covid 19 lock down online shopping plays main role among the customers in Theni District. Even their basic necessities are fulfilled by the help of online shopping.

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