

# Customer Perception Towards Online Shopping in Erode District

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**Abstract-** *The expansion of internet usage and digital technologies has significantly influenced consumer buying behavior, particularly in online shopping. This study examines customer perception towards online shopping in Erode District, focusing on factors that shape consumer attitudes and purchasing decisions. The research analyzes key variables such as convenience, pricing, product variety, trust, perceived risk, delivery service, and payment security. A descriptive research design is adopted, and primary data are collected through structured questionnaires from consumers in Erode District. Statistical tools such as percentage analysis and correlation are used to interpret the data. The findings indicate that convenience, time-saving benefits, and competitive pricing positively influence customer perception, while concerns regarding product quality and security remain major challenges. The study provides practical insights for online retailers and marketers to improve customer satisfaction and strengthen digital marketing strategies in regional markets.*

**Keywords:** Customer Perception, Online Shopping, Consumer Behaviour, E-Commerce, Digital Marketing.

## I. INTRODUCTION

The rapid advancement of information technology and the widespread use of the internet have transformed the way consumers purchase goods and services. Online shopping has emerged as a convenient and efficient alternative to traditional retail shopping, offering customers access to a wide range of products, competitive pricing, and doorstep delivery. With the growth of digital platforms and mobile applications, consumers can compare products, read reviews, and make purchases anytime and anywhere. This shift in

buying behavior has significantly influenced the retail landscape in both urban and semi-urban areas.

Customer perception plays a crucial role in the success of online shopping platforms. Factors such as convenience, trust, security, product quality, delivery service, and return policies influence consumer attitudes and purchasing decisions. In districts like Erode, where digital adoption is steadily increasing, understanding customer perception becomes essential for businesses aiming to expand their online presence. This study focuses on analyzing how consumers in Erode District perceive online shopping and the key factors that affect their buying behavior, thereby providing insights for improving marketing strategies and customer satisfaction.

## II. REVIEW OF LITERATURE

Huang and Benyoucef (2017)<sup>1</sup> found that trust and perceived risk are central to consumer decision-making on social commerce platforms. Higher trust reduces perceived risk and positively influences purchase intention, highlighting the psychological factors behind online shopping behavior.

Rashid and Khan (2019)<sup>2</sup> reported that consumers perceive online shopping as convenient but face barriers such as concerns over payment security and the inability to inspect products physically, which negatively affect their perception.

Kumar and Singh (2020)<sup>3</sup> emphasized that website quality, trust, and perceived benefits significantly

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<sup>1</sup> Huang, Z., & Benyoucef, M. (2017). *Trust and Risk in Consumer Decision-Making on Social Commerce Platforms*. *Frontiers in Psychology*, 8, Article 890, pp. 1–12.

<sup>2</sup> Rashid, M., & Khan, S. (2019). *Consumer Preferences and Online Shopping Behavior*. *International Journal of Research*, 6(4), pp. 45–54

<sup>3</sup> Kumar, R., & Singh, P. (2020). *Website Quality and Online Shopping Behavior*. *Granthaalayah – Arts & Social Sciences*, 8(10), pp. 14–26.

impact online shopping attitudes. While convenience and trust positively influence customer perception, perceived risks such as financial insecurity and product uncertainty reduce online engagement.

Chen, Zhang, and Xu (2021)<sup>4</sup> concluded that social commerce features, including ratings, reviews, and referrals, strongly shape consumer evaluations and purchase intentions, demonstrating the importance of interactive and social elements on e-commerce platforms.

Alalwan, Dwivedi, and Rana (2020)<sup>5</sup> showed that perceived risk, including product, privacy and convenience risk, significantly affects online shopping behavior. Trust moderates the negative impact of perceived risk and enhances purchase intention.

#### STATEMENT OF THE PROBLEM

The Online shopping has grown rapidly due to increased internet penetration, smartphone usage, and digital payment systems. While e-commerce platforms offer convenience, variety, and competitive pricing, many consumers still face challenges such as concerns about product quality, payment security, delayed delivery, and return policies. Customer perception plays a vital role in determining whether consumers adopt and continue using online shopping platforms.

In Erode District, digital adoption is increasing; however, consumer attitudes towards online shopping may vary based on factors such as age, income, education, trust, and perceived risk. Despite the expansion of online retail services, there is limited research focusing specifically on customer perception in semi-urban regions like Erode District. Understanding these perceptions is essential for improving customer satisfaction, increasing sales conversion, and developing effective digital marketing strategies.

Therefore, this study aims to examine customer perception towards online shopping in Erode District

and identify the factors influencing their purchasing decisions.

#### Research Questions

1. What is the level of awareness and usage of online shopping among consumers in Erode District?
2. What factors influence customer perception towards online shopping?
3. How do convenience and pricing affect online purchase decisions?
4. Does perceived risk influence customer trust in online shopping?
5. Is there a relationship between demographic factors and online shopping behavior?

#### III.OBJECTIVES OF THE STUDY

1. To analyze the factors influencing customer perception towards online shopping in Erode District,
2. To provide suggestions and conclusions for improving online shopping experiences.

#### SAMPLING DESIGN AND METHODOLOGY

This is an empirical study based on survey method. The required primary data have been collected from 130 sample respondents by using convenient sampling technique. Such collected data have been analysed with the help of statistical tools like Garrett's Ranking Technique.

#### IV.RESULTS AND DISCUSSION

The ten factors have been included in the Interview Schedule to examine the factors influencing the respondents on online shopping. The sample farmers are called to assess by each factor by giving rank I to the most important factor, rank II to the next important factor and so on.

FACTORS INFLUENCING THE FARMERS TO PREFER RESPONDENTS ON ONLINE SHOPPING: GARRETT'S RANKING TECHNIQUE  
To identify the important factors influencing the farmers to prefer online shopping Garrett Ranking

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<sup>4</sup> Chen, J., Zhang, C., & Xu, Y. (2021). *Social Commerce: Influence of Reviews and Recommendations*. *Technological Forecasting and Social Change*, 168, pp. 120–143.

<sup>5</sup> Alalwan, A. A., Dwivedi, Y. K., & Rana, N. P. (2020). *Impact of Perceived Risk and Trust on Online Shopping*. *Journal of Retailing and Consumer Services*, 54, Article 102071, pp. 1–11.

technique has been employed. Garret’s ranking technique has also been applied to rank the factors with the following formula:

$$(R_{ij} - 0.5)$$

Percent Position =  $100 \frac{R_{ij} - 0.5}{N_j}$

$N_j$

Details of the findings are shown in Table 1

TABLE 1: FACTORS INFLUENCING THE FARMERS TO PREFER ONLINE MARKETING: GARRETT’S RANKING TECHNIQUE

Sl .No.	Cases	1	2	3	4	5	6	7	8	9	10	N	Score	Mean	Rank
		Percentile Score	4.17	12.5	20.8	29.17	37.5	45.83	54.17	62.5	70.83				
		83	72	66	60	56	52	48	43	39	34				
1	Brand Reputation	12	24	8	16	15	16	14	10	5	10	130	7521	57.85	II
		996	1728	528	960	840	832	672	430	195	340				
2	Poor Product Quality	12	13	14	14	16	15	12	13	9	12	130	7266	55.89	VII
		996	936	924	840	896	780	576	559	351	408				
3	Customer Reviews & Ratings	19	12	10	12	12	15	20	11	9	10	130	7397	56.90	III
		1577	864	660	720	672	780	960	473	351	340				
4	Online Payment Issues	18	12	8	12	7	12	20	12	20	9	130	7184	55.26	IX
		1494	864	528	720	392	624	960	516	780	306				
5	Home Delivery	20	14	10	10	10	15	10	9	12	20	130	7283	56.02	VI
		1660	1008	660	600	560	780	480	387	468	680				
6	Easy Price Comparison	14	16	15	12	10	9	12	12	10	20	130	7214	55.49	VIII
		1162	1152	990	720	560	468	576	516	390	680				
7	Time Saving	14	14	12	16	10	18	12	10	14	10	130	7310	56.23	V
		1162	1008	792	960	560	936	576	430	546	340				
8	Complicated Return Process	10	18	12	10	12	9	12	21	11	15	130	7076	54.43	X
		830	1296	792	600	672	468	576	903	429	510				
9	Discounts & offers	17	12	11	12	20	11	12	12	11	12	130	7342	56.48	IV
		1411	864	726	720	1120	572	576	516	429	408				
10	Price	21	23	12	13	11	10	6	7	18	9	130	7704	59.26	I
		1743	1656	792	780	616	520	288	301	702	306				

Table 1 clearly reveals that main factors felt by the respondents in online marketing is higher profitability (Highest Mean Score 59.26). This followed by the Brand Reputation, Customer Reviews & Ratings, Discounts & offers, Time Saving, Home Delivery, Poor Product Quality, Easy Price Comparison, Online Payment Issues and Complicated Return Process.

V.SUGGESTION AND CONCLUSION

Based on the findings of the study, online retailers should prioritize competitive pricing, as price is the

most influential factor shaping customer perception in Erode District. The Strengthening brand reputation through consistent quality and transparent service is essential to build trust. The Ensuring authentic customer reviews and ratings can positively influence purchase decisions. Attractive discounts and loyalty programs may encourage repeat buying. Retailers should improve delivery efficiency and guarantee timely service. The Addressing concerns about product quality with accurate descriptions and strict quality checks is necessary. The Secure payment

systems and simple return policies will reduce perceived risk and enhance consumer confidence in online shopping.

#### VI.CONCLUSION

The study concludes that customer perception towards online shopping in Erode District is largely positive. The Price is identified as the most important factor influencing purchase decisions, followed by brand reputation, customer reviews, and discounts. Convenience factors such as time saving and home delivery also significantly affect consumer attitudes. However, concerns regarding product quality, payment security, and complicated return procedures still create hesitation among customers. The findings suggest that online retailers must focus on competitive pricing, secure payment systems, reliable delivery, and improved product quality. The Strengthening customer trust and reducing perceived risk will enhance satisfaction and encourage continued growth of online shopping.

#### REFERENCES

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