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## *Product Preference on Online Shopping*

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*Abstract: The growing use of Internet in India provides a developing prospect for online shopping. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchased the product from particular website. As customer has unlimited choices, he/she can fall a victim to over choice. A customer may spend a good amount of time without taking any final decision. But the biggest disadvantage is that there is no “touch and feel factor” involved in online shopping. Apart from item/product cost, transaction cost is also very important. Therefore, it is very much possible that a customer purchases from internet by just looking at price, but ultimately he/she may land up paying more due to the transaction cost. The present study has been carried out to identify the factors associated with level of product preference on online shopping.*

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### I. INTRODUCTION

Electronic Shopping is a significant development in the field of e-commerce and will definitely be the future buzz of shopping across the world. Almost all business houses are running their trade through online to sell their products or services (Jeremy Goldman, 2013). The internet revolution has brought about a paradigm shift in the way things are done. The Internet and the World Wide Web (www) have dramatically changed the way consumers seek and use information (Business Standard, 2015). The Internet, which was earlier conceptualized as a tool for enhancing information, has become an important part of business these days. For businesses, the key to survival in the future depends on how well they can integrate this medium in their business model today. In order to sell anything online, the Manufacturers/ Sellers have to take into account who their customers are, what are their spending habits and the products and the services they prefer (Sudesh Chhikara, 2010). The facility of online purchasing has allowed customers to identify the different types of products available in the global market, the new inventions that have taken place and evaluate the product according to their prices just by a click of the mouse, without wasting precious time in waking to the retail store. Due to rapid globalization, all types of products are available on the net. Mohanapriya.S and Anusuya.D, (2014).

### II. REVIEW OF LITERATURE

David Fishman (2006)“, in his article, “The Increase of Internet Shopping” points out that Internet shopping is shaping up, today it is a really significant part of the retail sector and it is the new shopping experience of the future. Kanwalgurleen (2012) discussed that different options in internet encouraged them to search and eventually purchase online, because more than 100 million internet users in India. People those who are using internet from 5 to 7 hours a day were found to be adopter of online

shopping. Price consciousness, convenience and variety, easy payment options and challenges of online shopping are the factors found to be a significant in online shopping. Without rush traffic and vehicles one can purchase a huge variety of product by spending minimum timing. Adrita Goswami et.al (2013) Studied “Customer Satisfaction towards Online Shopping with Special Reference to Teenage Group of Jorhat Town” study concludes that online customers are satisfied. This research explicitly indicates that online marketer should give more importance on price factor and after sale factor. In this competition era all the online marketers should have to concentrate on the customer’s satisfaction to retain the existing customers and have to offer new scheme day by day to attract the new customers. Ashish Pant (2014) concluded in his research article that a successful web store is not the just a good looking website with the dynamic technical features but is also emphasis on building the relationship with customers with making money. Firstly understanding the customer’s needs and wants is very essential for building a relation with the customers keeping companies’ promises gives a customer. Mathan Kumar & Dr. R. Velmurugan (2017)The result of the study portrays that majority of the customers are highly satisfied in regard to price of the product followed by discount offered and time taken for delivery of product on Online purchase. Further, customer’s satisfaction is associated with their marital status and intensity of problem faced on their online purchase. Customers who face low level of problem on their online purchase are more satisfied, which make them to have repetitive purchase on the same web portals.

### III. STATEMENT OF THE PROBLEM

Product Preference towards online shopping depends on numerous reasons namely Price consciousness, convenience and variety, easy payment options, Kanwalgurleen (2012) In this competition era all the online marketers should have to concentrate on the customer’s satisfaction to retain the existing customers and have to offer new scheme day by day to attract the new customers Adrita Goswami et.al (2013). To identify the level of Product preference on online shopping present study is carried out.

### IV. OBJECTIVE OF THE STUDY

- To identify level of Product preference on online shopping.

### V. RESEARCH METHODOLOGY

#### Data

- Data required for the study is primary in nature. Primary data collected through structured questionnaire.

#### Sampling

- By adopting convenience sampling method, 1050 respondents residing in Coimbatore selected for the study.

#### Frame work of analysis

- Collected data have been analyzed by making use of Friedman rank test

### VI. FINDINGS

#### Customers Product Preference on Online Shopping

To identify the product that has been desired by customers to purchase from online shopping, Friedman Rank test is employed.

**TABLE 1.1 PRODUCT PREFERENCE - FRIEDMAN RANK TEST**

Products	High	Moderate	Low	Mean Rank	Rank
Mobiles	911 (86.80)	111 (10.60)	28 (2.70)	36.35	1
Tablets	666 (63.40)	334 (31.80)	50 (4.80)	31.96	3

Products	High	Moderate	Low	Mean Rank	Rank
Laptops & computers	758 (72.20)	136 (13.00)	156 (14.90)	31.89	4
Mobile accessories	647 (61.60)	320 (30.50)	83 (7.90)	30.98	5
Computer accessories (speakers, hard disks, printers, etc.)	614 (58.50)	300 (28.60)	136 (13.00)	33.14	2
Televisions	365 (34.80)	558 (53.10)	127 (12.10)	24.89	15
Large appliances (refrigerators. Etc.)	307 (29.20)	585 (55.70)	158 (15.00)	23.41	24
Small appliances (vacuum cleaners etc.)	213 (20.30)	627 (59.70)	210 (20.00)	21.01	41
Health care appliances (BP monitors, digital thermometers. Etc.)	330 (31.40)	481 (45.80)	239 (22.80)	22.87	29
Kitchen appliances	259 (24.70)	612 (58.30)	179 (17.00)	22.71	32
Automation & robotics	443 (42.20)	286 (27.20)	321 (30.60)	23.75	21
Furniture	359 (34.20)	391 (37.20)	300 (28.60)	22.72	30
Personal care appliances (trimmers, hair straightening devices)	397 (37.80)	347 (33.00)	306 (29.10)	23.07	26
Camera & accessories	340 (32.40)	450 (42.90)	260 (24.80)	22.72	31
Gaming	423 (40.30)	346 (33.00)	281 (26.80)	23.44	23
Foot wears	391 (37.20)	567 (54.00)	92 (8.80)	25.65	11
Clothing (men & women)	456 (43.40)	446 (42.50)	148 (14.10)	26.17	10
Watches	348 (33.10)	591 (56.30)	111 (10.60)	25.15	14
Bags & belts	425 (40.50)	423 (40.30)	202 (19.20)	25.16	13
Sunglasses	355 (33.80)	555 (52.90)	140 (13.30)	24.63	16
Travel and luggage	416 (39.60)	415 (39.50)	219 (20.90)	24.49	17
Fragrances	352 (33.50)	440 (41.90)	258 (24.60)	22.72	31
Jewelry	774 (73.70)	190 (18.10)	86 (8.20)	29.25	8
Toys	603 (57.40)	348 (33.10)	99 (9.40)	30.09	6
Baby care products	641 (61.00)	248 (23.60)	161 (15.30)	29.78	7
School supplies	511 (48.70)	315 (30.00)	224 (21.30)	26.47	9
Medicines	442 (42.10)	346 (33.00)	262 (25.00)	24.40	19
Gourmet and daily needs	278 (26.50)	478 (45.50)	294 (28.00)	20.83	42
Dining & serving products	235 (22.40)	592 (56.40)	223 (21.20)	21.01	41
Storage	225 (21.40)	545 (51.90)	280 (26.70)	20.10	44
House keeping	343 (32.70)	496 (47.20)	211 (20.10)	23.55	22
Pet supplies	317 (30.20)	463 (44.10)	270 (25.70)	22.26	33
Bed and living products	417	353	280	24.19	20

Products	High	Moderate	Low	Mean Rank	Rank
	(39.70)	(33.60)	(26.70)		
Home decors	431 (41.00)	352 (33.50)	267 (25.40)	24.42	18
Lighting	312 (29.70)	447 (42.60)	291 (27.70)	21.83	38
Tools & hardware	221 (21.00)	452 (43.00)	377 (35.90)	18.73	45
Photo frames	348 (33.10)	406 (38.70)	296 (28.20)	21.98	36
Books & e-books	228 (21.70)	568 (54.10)	254 (24.20)	20.61	43
Movie ticket booking	343 (32.70)	491 (46.80)	216 (20.60)	23.39	25
Grocery items	347 (33.00)	445 (42.40)	258 (24.60)	22.93	28
Musical instruments	348 (33.10)	456 (43.40)	246 (23.40)	23.03	27
Stationery supplies	443 (42.20)	391 (37.20)	216 (20.60)	25.37	12
CCTV cameras	348 (33.10)	406 (38.70)	296 (28.20)	23.55	22
Car electronics & accessories	382 (36.40)	317 (30.20)	351 (33.40)	21.84	37
Helmets	343 (32.70)	425 (40.50)	282 (26.90)	22.01	35
Tyre & alloys	358 (34.10)	355 (33.80)	337 (32.10)	21.58	40
Lubricants & oils	354 (33.70)	387 (36.90)	309 (29.40)	22.21	34
Spares and performance kits	376 (35.80)	324 (30.90)	350 (33.30)	21.75	39

Sources: Primary Data

**Findings****Mobile Phones**

The result of Friedman rank test portrays that out of 45 products majority customers preferred to buy mobile phones through online and its ranks 1 among 45 products.

**Computer Accessories**

The result of Friedman rank test portrays that out of 45 products majority customers preferred to buy mobile phones through online and its ranks 2 among 45 products.

**Tablets**

The result of Friedman rank test portrays that out of 45 products majority customers preferred to buy mobile phones through online and its ranks 3 among 45 products. Followed by Laptops & computers, Mobile accessories, toys etc.,

**VII. SUGGESTIONS**

- The vendors who are doing online shopping should ensure the quality of the goods delivered through online shopping which will help the sellers to retain the existing customers and increase the potential customers for their business.
- There is no follow up from the sellers regarding the performance of the goods sold through online shopping. Hence the sellers in the online shopping should implement the practices follow up action with the customers as like in the case of offline selling.

- Introducing various offers through online shopping like discount sale, gift vouchers, free gifts, etc. So that more customers will be attract towards online shopping.
- Most of the customers prefer the cash on delivery to make payment for their shopping but some of the products are not coming with cash on delivery. All type of goods should be offered in cash on delivery.
- Excess load on Server should be reduced to avoid server jam during festival seasons.

### VIII. CONCLUSION

Further, most of the customers prefer to buy goods through online based on user reviews, easy EMI Options, availability of sufficient information about the product, facility for returning the product, facility for order tracking details. In this competition era online all the online marketers should concentrate on customer's preference to hold back the customers and to launch more offers and discount to attract the new customers.

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