

A Study Of Consumer's Perception Towards Online Shopping For Mobile Phones - A Case Study of Tenkasi District.

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Abstract

Technology plays an eminent role in the connectivity of humans with the world. Mobile phones play a vital role in it. The dependence of the world on the internet has grown so much that internet connection seems like the fourth basic need of the humans. The Internet has emerged as a boon to mankind. The internet has spurred a transformation in many aspects of life. It is one of the biggest contributions in making the world a global village. The use of the internet has grown tremendously since it was introduced due to its flexibility and ease of access. In the present scenario information, including access to the internet has become the basis for personal, economic and political advancement. The present study is initiated to analyse the significant difference in consumer's perception towards online shopping for Tenkasi District. The researchers constructed a strong questionnaire and distributed it to 180 respondents in the study area. The researcher received 150 fully completed questionnaires from the respondents.

Keywords: Consumer, Online, Shopping, Mobile Phones, Tenkasi District

Introduction

E-Commerce has enabled businessmen to explore a new branch apart from a physical store. They are creating a user-friendly website where customers can buy products of their choice within a specific point of time. It also allows the customer to make payments online or COD mode. E-commerce services includes shopping carts, database programmers, graphic device services, graphics, e-business, flash designs, etc. Amongst most widely used websites Indian consumers rely on Flipkart.com, Snapdeal.com, Amazon.com, Fashionandyou.com, Myntra.com, Inkfruit.com, Dealsandyou.com, Ebay.com, Homeshop18.com,

99lebens.com, Naptol.com, Paytm, etc. to explore maximum about any product. There is over five to seven-fold increase in revenue generated through e-commerce as compared to the previous years

Reviews of Literature

Kalia .P (2019) in his research on “Web surfers are web spenders: finding the truth of online shopping found notable alliance between annual online expenditure and web graphic” discovers that the factors like computer experience, internet experience, ability to use internet, office as access location, tablet as access gadget and internet usage level majorly dominate the buying decision while making an online purchase.

Rashmi, M (2019)- in their study on Mobile Phones and changing media consumption practices in Bangalore researched about mobile phones as communication technology and emerging technology. They highlight the users who have experienced the digital world for the first time through mobile phones. Further, they researches about digitally marginalized users and the practices that have emerged around mobile phones and their technologies in India in the forms of sociality and modality of consumption along with the offline digital economy rive by small mobile phone shops. The study sheds light on the new model of capitalist accumulation in the digital content industry, which tries to capitalize on and generate value from each act of media consumption.

S Muthukumar (2018) in his study on customer perception on the impact of mobile commerce researches about mobile commerce introduction in 1997 and allied technologies. He finds low-cost smartphones, high-speed internet services, and free internet services is encouraging a large Indian population to adopt mobile commerce introduction in 1997 and its allied technologies. His main emphasis is on customer satisfaction, mobile commerce adoption and to find the influence of demographic variables among the awareness, practice, and adoption of mobile commerce services, changing consumer attitude and the problems faced by mobile device users.

Bhat, Ahmad Suhail (2018) conducted their research on 660 e-shoppers via both online and offline mode from the areas of Jammu and Kashmir by adopting the non- probability sampling method. The purpose of the study is to examine direct or indirect effects of web design, perceived safety and perceived benefits on e-trust and behavioral intentions to repurchase through intermediate variables i.e. usefulness and ease of use. The study finds that web interface and web information are two dimensions of web designs; security, privacy, and reliability are important dimensions of perceived safety, convenience, enjoyment, and interactivity are dimensions of perceived benefits. To make websites more trustworthy, online store managers should emphasize on establishing reliable and trustworthy websites. The authors lay their main emphasizes on both

utilitarian and hedonic aspects of online shopping and consumer perception and attitude towards online shopping.

Statement of the Research Problem

E-commerce industry has undergone a drastic and positive change, with the changing technology, the e-commerce industry is facing a lot of dynamics change in the evitable and in order to keep phase with the changing technology. It is important to study the attitude and behavior of consumers by making an online purchase. With this, it becomes foremost important that while studying online behavior, the consumer segment specially buying mobile phones during online shopping emerge as the field of concern for the present study. So lot of relevant literature was studied to gain insight into consumer's attitudes towards online shopping of mobile phones.

Objective of the Study

- To gain insight into consumer's attitudes towards online shopping of mobile phones.
- To study the consumer perception with respect to demographical and psychological factors.
- To determine the various factors influencing consumer attitude towards online purchase of mobile phones.
- To determine the relationship between attitude and behavior towards online shopping.

Null & Alternative Hypothesis

H0 there is no significant difference in consumer's perception towards online shopping for Tenkasi District.

H1 there is a significant difference in consumer's perception towards online shopping for Tenkasi District.

Methodology

Survey Method It is the most commonly used investigation method as it enables the researcher to extract the maximum amount of information from the selected sample in a profitable manner. This method is quite very useful in extracting personalized information, preferences, experiences, apprehensions and the real beliefs of the respondents

Limitations of the Study

The study was carefully done, and it was ensured that respondents could readily comprehend the questions and reply appropriately so that the right answers could be recorded. The scale was also well described to the researchers, however it could not be denied that some respondents were reluctant to answer and were not interested in having their comments recorded. They were motivated to complete the questionnaire after being persuaded to reply and having their confidentially appropriately safeguarded. The scope of the current study was only applicable to Tenkasi Districts.

Data analysis and Interpretation

Table 1 Distribution of Respondents on basis of Age among the district

Age/ Districts	Tenkasi	
	Frequency	%
15-30yrs	19	12.7
30-45yrs	31	20.7
45-60yrs	66	44
>60yrs	34	22.7
Total	150	100

Table 1 and Fig. 1 disclose the age-wise classification of the selected respondents. Out of the 150 Respondents, a maximum of 66 (44 per cent) belonged to the age category of 45-60yrs , 31 respondents above 30-45 years and only 19 (12.7 per cent) came under the age group of below 15-30 years.

Figure1

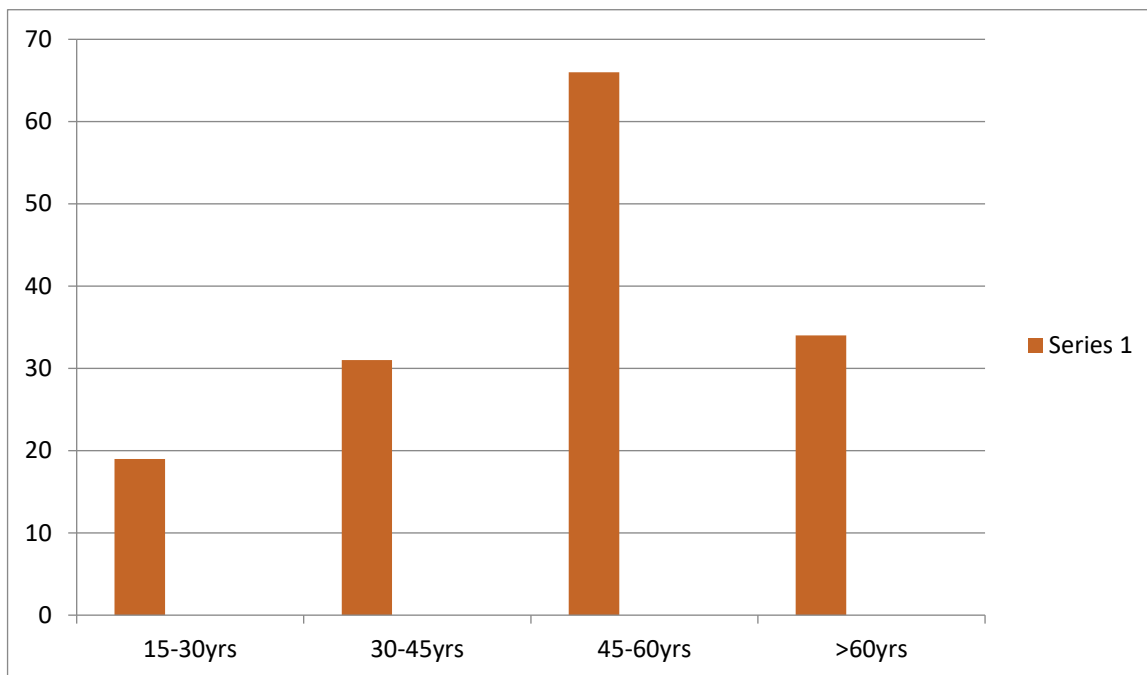
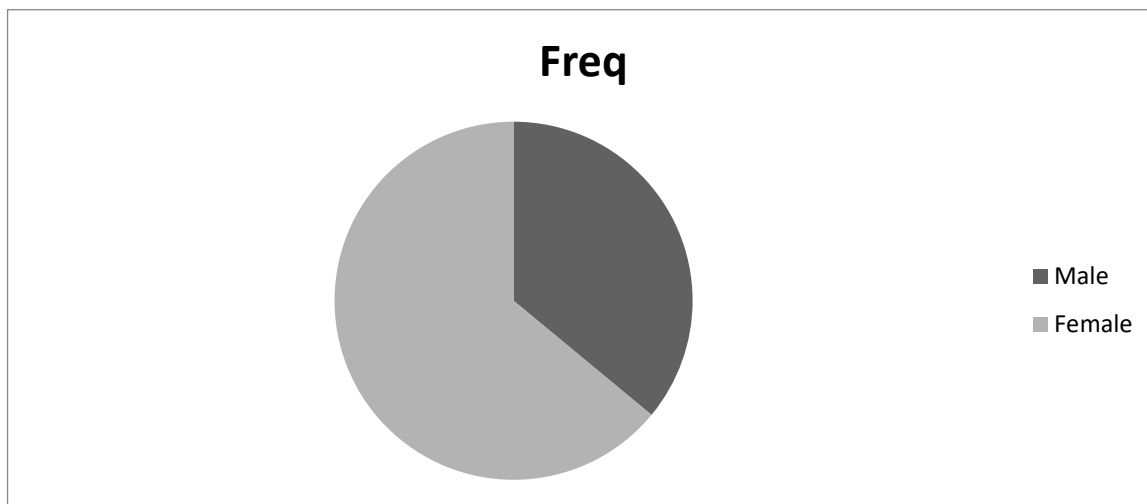


Table 2 shows the distribution of respondents based on age among the Tenkasi districts.

Gender	Tenkasi /Districts	
	Frequency	%
Male	54	36
Female	96	64
Total	150	100

Table 2 indicates the distribution of respondents based on gender among districts Male respondents were 36 percentage and the Female respondent 64 percentage of total respondents.

Figure 2

**Table 3 Distribution of Respondents on the basis of residence among Tenkasi district**

Residence	Tenkasi Districts	
	Frequency	%
Urban	99	66
Semi- urban	30	20
Rural	21	14
Total	150	100

Table 3 highlight the distribution of the respondents on the basis of the residence among Tenkasi district. 14 percent in the rural area of Tenkasi and semi urban was 20 percentage.

Table 4 Distribution of Respondents on the basis of occupation of amongdistrict.

Occupation	Tenkasi Districts	
	Frequency	%

Services	69	46
Business	43	28.7
Professional	12	8
Student/ Housewife	26	17.3
Total	150	100

Table 4 show the distribution of respondents based on occupation among Tenkasi districts . The maximum percentage of respondents is in service that is 46 percent from Tenkasi.28.7 percent are in businessmen from Tenkasi. The minimum percentage of respondents that is 8 percent was professionals from Tenkasi. Housewives from 17.3 percent from Tenkasi district respectively.

Table 5 Distribution of Respondents on basis of responses regarding shoppingonline among Tenkasi districts

Responsesfor shopping online	Tenkasi Districts	
	Frequency	%
Yes	146	97.3
No	4	2.7
Total	150	100

Table 5 indicates the distribution of respondents based on responses regarding shopping online among districts of. The maximum percentage of respondents have favorable response regarding shopping online that is 97.3 percent from Tenkasi districts respectively.

Table 6 Respondents' Items /Consumer's Perceptiontowards online shopping variables

Sl.No	Variables	Code
1	Using online shopping improve myshopping experience	B1
2	Online shopping provide bestquality of products	B2

3	I feel internet buying are more flexible.	B3
4	I can get a lot of money back by purchasing online.	B4
5	Because I can't locate what I want in local retailers, I make purchases online.	B5
6	Online purchasing promotes awareness regarding newest Products.	B6
7	It is more convenient to shop online.	B7
8	I feel internet buying are more flexible.	B8
9	I like to shop with my familymembers or friends	B9
10	When I make a purchase my friend's opinion is important to me	B10

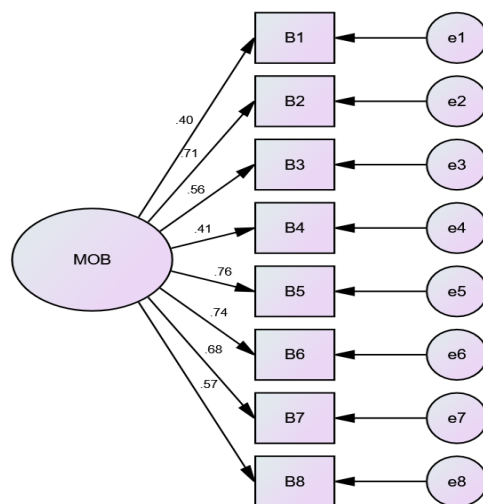


Table 7 Model fit summary of Structural Equation Model

Model	RMR	GFI	AGFI
Default model	.096	.924	.983
Saturated model	.000	1.000	

The above table shows that the calculated p-value of 0.712 is greater than 0.05, which confirms a perfect fit. The G.F.I. (Goodness of Fit Index) value is 0.924, and the AGFI (Adjusted Goodness of Fit Index) value is 0.983. Both are more than the threshold level, representing a good model fit. The calculated CFI (Comparative Fit Index) value is 0.921, which also reveals a perfect fit. It is further noted that the RMSEA (Root Mean Square Error of Approximation) value is 0.031, which shows it is a perfect model fit.

Table 8 Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
B1	<---	MOB	1.000			
B2	<---	MOB	1.578	.437	3.608	0.001
B3	<---	MOB	1.678	.504	3.331	0.001
B4	<---	MOB	1.061	.373	2.844	0.004
B5	<---	MOB	1.644	.447	3.682	0.001
B6	<---	MOB	1.593	.436	3.654	0.001
B7	<---	MOB	1.502	.420	3.574	0.001
B8	<---	MOB	1.125	.335	3.358	0.001

Table 9 Significance of difference in Consumers' Perception towards OnlineShopping for Tenkasi District

Items /Consumer's Perception towards online shopping	Chi- square value	Df	p- value
My buying experience has improved with online purchasing.	43.60	4	0.00**
Online stores offer the highest quality goods.	81.80	4	0.00**
Online stores, in my opinion, are more adaptable.	49.60	4	0.00**
I can get a lot of money back by purchasing online.	43.00	4	0.00**
Because I can't locate what I want in local retailers, I make purchases online.	17.33	4	0.00**
My internet purchasing experience is really relatable.	47.73	4	0.00**
Online purchasing spreads knowledge about the newest products.	24.87	4	0.00**
It is more convenient to shop online.	13.40	4	0.01**
Online shopping is enjoyable, and I like it.	14.40	4	0.01**
I enjoy going shopping with my loved ones or pals.	52.13	4	0.00**
I value my friend's advice when it comes to purchases.	17.87	4	0.00**

*** Significant at 1 per cent level

** Significant at a 5 per cent level

*Not significant.

Table 9 shows the Significance of difference in Consumers' Perception towards Online Shopping for the Tenkasi District. P-value is equal to 0.00 and is less than significant value 0.01 indicating highly significant difference in case of items that is My buying experience has improved with online purchasing, Online stores offer the highest quality goods, Online stores, in my opinion, are more adaptable, I can get a lot of money back by purchasing online, Because I can't locate what I want in local retailers, I make purchases online, My internet purchasing experience is really relatable, Online purchasing spreads knowledge about the newest products, It is more convenient to shop online, Online shopping is enjoyable, and I like it, I enjoy going shopping with my loved ones among respondents of Tenkasi. This indicates that the null hypothesis that there

is no significant difference in consumer's perception towards online shopping for Tenkasi District is partially accepted.

Conclusion

Customers are more dependent on technical applications in the age of technological advancement since they give them access to a wealth of knowledge, information, entertainment, and data at their fingertips. Simply said, digitization of mobile phones is what makes this feasible. As a result, using a mobile phone for calling and receiving calls or keeping in touch with loved ones is no longer all that it once was. The finest development over the past ten years, according to the respondents who chose the study's focus areas, is the online purchase of mobile phones. However, it was undeniable that online shopping, particularly for mobile phones, was first unpopular and seen as the riskiest option. Today, however, the temptation of intriguing cash back offers, simple EMI plans, lower prices during specific times, etc. has sparked a trend for online mobile phone purchase. In addition to having official websites, companies like Apple, MI, Asus, Samsung, and others advertise their products on the largest e-commerce platforms like Amazon, Flipkart, eBay, Snapdeal, Paytm, Chrome, and others.

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