

A STUDY ON CONSUMER SATISFACTION TOWARDS E-SHOPPING IN TIRUNELVELI DISTRICT

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ABSTRACT

Increasing use of internet in India makes motivation towards e-shopping quite easy. At present customers are gradually employing electronic channels for acquiring their daily essential goods. In India e-shopping has gained popularity and consumers prefer buying by browsing the internet. Survey Method is followed in the study. This study is concerned with consumer perception on e-shopping. The whole study has been conducted with the help of both primary and secondary data. Interview schedule was the instrument being used for collecting the primary data. Secondary data was collected from journals, magazines and records of the company. The researcher could not study the whole of the total population due to time constraints. So the information was collected through interview schedule from 150 sample respondents who regularly purchase products through online in Tirunelveli district. It is found that able to save time while shopping in the website and variety of choices and broader selection of products are the important perception variables about e-shopping among the male respondents. From the above study it is concluded that the consumer are satisfied with e-shopping. Convenience is important factor that drive the consumer towards e-shopping and consumer are using e-shopping to purchase different type of the products. The result of the study reveals that most of the customers prefer to buy goods online based on user reviews, easy EMI Options, availability of sufficient information about the product, facility for returning the product and facility for order-tracking details.

KEY WORDS: Electronic channels, e-shopping, perception and Essential goods

INTRODUCTION

Increasing use of internet in India makes motivation towards e-shopping quite easy. At present customers are gradually employing electronic channels for acquiring their daily essential goods. In India e-shopping has gained popularity and consumers prefer buying by browsing the internet. The wide use of internet and rapid growth of technology

have created new market for both the consumers and business, due to this retail brands have experienced a significant change over the last few decades. The internet as a global medium is quickly gaining interest and attractiveness as the most revolutionary marketing tool.

STATEMENT OF THE PROBLEM

Analyzing consumer perception is not a new phenomenon. Many theories have been used for many years not only to understand the consumers' perception, but also to create a marketing strategy that will attract the consumer efficiently. However, some distinctions must still be made when considering traditional consumer perception and online consumer perception. Hence it is necessary to understand online consumer perception. On the other hand, more companies have realized that the consumer behaviour transformation is unavoidable trend, and thus change their marketing strategy. The internet shopping particularly in business to consumer has risen and e-shopping become more popular too many people. Therefore, to understand internet shopping and its impact on consumer behaviour could help companies making use of it as a form of doing e-business.

OBJECTIVES OF THE STUDY

1. To examine the perception of consumer towards e-shopping in Tirunelveli district.
2. To know the e-shopping buying behaviour of consumer
3. To identify the level of satisfaction of consumer on purchase decision on e-shopping
- 4.

METHODOLOGY

Survey Method is followed in the study. This study is concerned with consumer perception on e-shopping. The whole study has been conducted with the help of both primary and secondary data. Interview schedule was the instrument being used for collecting the primary data. Secondary data was collected from journals, magazines and records of the company. The researcher could not study the whole of the total population due to time constraints. So the information was collected through interview schedule from 150 sample respondents who regularly purchase products through online in Tirunelveli district.

HYPOTHESES

The following hypotheses were framed for the study

- ✓ There is no significant association between perception towards e-shopping and gender group of consumer in Tirunelveli District
- ✓ There is no significant association between perception towards e-shopping and age group of consumer in Tirunelveli District
- ✓ There is no significant difference among age group of consumer with respect to the level of satisfaction on purchase decision on e-shopping
- ✓ There is no significant difference among gender group of consumer with respect to the level of satisfaction on purchase decision on e-shopping
- ✓ There is no significant difference among marital status of consumer with respect to the level of satisfaction on purchase decision on e-shopping
- ✓

LIMITATIONS OF THE STUDY

To accurately evaluate consumers' perceptions of e-shopping on attitude, a larger sample size is desirable. Select a truly random sample is a limitation of the research and there are others factors that could have influence the consumer's perception towards e-shopping but were not included.

ANALYSIS AND INTERPRETATION

Association between Gender and Perception towards e-shopping

In order to find out the association between the gender and perception towards e-shopping, 'ANOVA' test is used. The following hypothesis is framed.

The null hypothesis (H_0)- **“There is no significant association between perception towards e-shopping and gender group of consumer in Tirunelveli District”**.

The result of 't' test is presented in Table 1.

Table 1
Association between Gender and Perception towards e-shopping

Perception towards e-shopping	Gender (Mean Score)		t Statistics
	Male	Female	
I am able to save time while shopping in the website	4.0794	4.0115	1.291
I feel safe while making payments through electronic paymentsystems	3.7619	3.7241	0.722
The visual appearance of the websites is motivating	3.5079	3.6092	1.455
Shopping in the website creates fun	3.5873	3.5402	0.746
The website has a good reputation for its honesty	3.5397	3.7241	3.004*

I am comfortable navigating shopping websites through searchengines	3.6552	3.5079	2.266*
The website keeps its promises made by it at the time ofpurchase	3.4903	3.4513	0.156
Shopping through the website is convenient for me	3.7937	3.5097	3.434*
I am able to save money while shopping in the website	3.8254	3.8596	0.344
Shopping in the website is interesting	3.7471	3.4762	4.307*
I feel it enjoyable to use the website for buying	3.7126	3.5873	1.697
The websites improves my performance of searching and buying	3.5632	3.5397	0.321
I have a variety of choices and broader selection of products	3.8851	3.6508	3.307*
My family wishes me to shop through the website	3.7701	3.6680	1.602
I am able to get enough information about any product orvendor by surfing the internet	3.6897	3.6508	0.472
I am able to purchase the product that is close to my need andexpectation	3.8161	3.5397	4.383*
I am able to resolve the problems by myself, in case theproduct I purchased does not fulfill my desire	3.7701	3.6480	2.038*

Source: Primary data

*-Significant at five per cent level

It is understood from the above Table that able to save time while shopping in the websiteand variety of choices and broader selection of products are the important perception variables about e-shopping among the male respondents as their mean scores are 4.0794 and 3.8859 respectively. It is further understood that able to save time while shopping in the websiteand able to save money while shopping in the website are the important perception attributes about e-shopping among the female respondents as their mean scores are 4.0115 and 3.8596 respectively. Regarding the perception towards e-shoppingamong different gender group of consumer, the website has a good reputation for its honesty,comfortable navigating shopping websites through searchengines,shopping through the website is convenient for me, shopping in the website is interesting,variety of choices and broader selection of products, able to purchase the product that is close to my need andexpectation and able to resolve the problems by myself, in case theproduct I purchased does not fulfill my desire are statistically significant at 5 per cent level.

Association between Age Group of Consumer and Perception towards e-shopping

An attempt has been made to find the association between age group of consumer and perception towards e-shopping, 'ANOVA' test is used. The following hypothesis is framed.

The null hypothesis (H_0) “**There is no significant association between perception towards e-shopping and age group of consumer in Tirunelveli District**”.

The result of ‘ANOVA’ test is presented in Table 2.

Table 2
Association between Age Group of Consumer and Perception towards e-shopping

Perception towards e-shopping	Age Group (Mean Score)					F Statistics
	Below 25 years	25-35 years	36-45 years	46-55 years	Above 55 years	
I am able to save time while shopping in the website	3.9653	4.0000	4.0821	4.1000	4.1348	1.763
I feel safe while making payments through electronic payment systems	3.6493	3.8359	3.7376	3.7975	3.8085	2.340
The visual appearance of the websites is motivating	3.6051	3.5139	3.4894	3.7468	3.6596	1.385
Shopping in the website creates fun	3.4308	3.6146	3.5816	3.6329	3.5745	1.589
The website has a good reputation for its honesty	3.6205	3.7396	3.5390	3.6962	3.4255	2.442*
I am comfortable navigating shopping websites through search engines	3.6718	3.5660	3.5461	3.5443	3.6596	0.684
The website keeps its promises made by it at the time of purchase	3.5385	3.3924	3.5674	3.4051	3.4255	1.220
Shopping through the website is convenient for me	3.7179	3.5382	3.7092	3.5443	3.6809	1.059
I am able to save money while shopping in the website	3.9538	3.7847	3.8227	3.8608	3.7234	1.057
Shopping in the website is interesting	3.6051	3.5868	3.7234	3.6456	3.7447	0.850
I feel it enjoyable to use the website for buying	3.6718	3.5382	3.8652	3.6582	3.7774	2.670*
The websites improves my performance of searching and buying	3.6513	3.4757	3.5461	3.5570	3.6383	1.001
I have a variety of choices and broader selection of products	3.8308	3.6528	4.0213	3.6709	3.9149	4.141*
My family wishes me to shop through the website	3.7436	3.6840	3.7801	3.6582	3.7660	0.341
I am able to get enough information about any product or vendor by surfing the internet	3.5077	3.7222	3.8085	3.5190	3.9479	2.705*
I am able to purchase the product that is close to my need and expectation	3.6410	3.8299	3.4823	3.7089	3.7872	4.301*
I am able to resolve the problems by myself, in case the product I purchased does not fulfill my desire	3.6667	3.7292	3.8227	3.5696	3.8298	1.763

Source: Primary data

*-Significant at five per cent level

It is understood from the above Table that able to save time while shopping in the website and able to save money while shopping in the website are the important perception variables about e-shopping among the respondents who are in the age group of below 25 years as their mean scores are 3.9653 and 3.9538 respectively. Table further shows that able to save time while shopping in the website and variety of choices and broader selection of products are the important perception variables about e-shopping among the respondents who are in the age group between 36-45 years as their mean scores are 4.0821 and 4.0213 respectively. Table further indicates that able to save time while shopping in the website and able to get enough information about any product or vendor by surfing the internet are the important perception attributes about e-shopping among the respondents who belong to the age group of above 55 years as their mean scores are 4.1348 and 3.9479 respectively. Regarding the perception towards e-shopping among different age group of consumer, the website has a good reputation for its honesty, feel it enjoyable to use the website for buying, variety of choices and broader selection of products, able to get enough information about any product or vendor by surfing the internet and able to purchase the product that is close to need and expectation are statistically significant at 5 per cent level.

Age group of consumer and Level of satisfaction on purchase decision on e-shopping

The following hypotheses were framed for finding out the significant difference among age group of consumer with respect to the level of satisfaction on purchase decision on e-shopping.

Null Hypothesis (H₀) :There is no significant difference among age group of consumer with respect to the level of satisfaction on purchase decision on e-shopping

The following table shows the result of 'ANOVA' test for significant difference among age group of consumer with respect to the level of satisfaction on purchase decision on e-shopping.

Table 3
ANOVA for Significant difference among Age Group of consumer with respect to the level of satisfaction on purchase decision on e-shopping

Level of satisfaction on purchase decision on e-shopping	Age Group					F Value	p Value
	Below 25 years	25-35 years	36-45 years	46-55 years	Above 55 years		
Satisfaction with pre-purchase decision on e-shopping	48.00 (2.67)	48.44 (3.60)	48.57 (2.60)	48.75 (2.35)	48.92 (3.20)	1.249	0.289

Satisfaction with on purchase decision on e-shopping	19.38 (2.86)	19.89 (1.93)	19.31 (2.08)	19.67 (2.16)	19.42 (2.26)	2.648	0.042
Satisfaction with Post purchase decisions on e-shopping	19.27 (1.75)	19.18 (2.46)	18.87 (1.87)	19.44 (1.99)	19.08 (2.33)	1.121	0.345
Satisfaction with others on e-shopping	41.16 (2.37)	41.13 (3.08)	40.36 (2.97)	40.58 (2.90)	41.00 (2.94)	2.547	0.047
Overall satisfaction on purchase decision on e-shopping	127.84 (6.06)	128.65 (7.33)	127.03 (6.01)	128.45 (5.81)	128.23 (6.30)	1.589	0.175

Source: Computed Data

Note: 1. The value within bracket refers to SD

Since the 'p' value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted at 5% level of significance with regard to level of satisfaction on purchase decision on e-shopping namely satisfaction with on purchase decision on e-shopping and satisfaction with others on e-shopping. Hence there is a significant difference among the age group of consumer with regard to level of satisfaction on purchase decision on e-shopping namely satisfaction with on purchase decision on e-shopping and satisfaction with others on e-shopping.

Based on Duncan Multiple Range Test (DMRT) the consumer who belong to the age group of 25 to 35 years significantly differ with the consumer who belong to the age group of below 25 years, 36 to 45 years, 46 to 55 years and above 55 years on satisfaction on purchase decision on e-shopping.

Based on Duncan Multiple Range Test (DMRT) the consumer who belong to the age group of below 25 years significantly differ with the consumer who belong to the age group of 25 to 35 years, 36 to 45 years, 46 to 55 years and above 55 years on satisfaction with others on e-shopping.

Gender group of consumer and Level of satisfaction on purchase decision on e-shopping

The following hypotheses were framed for finding out the significant difference among male and female consumer with respect to the level of satisfaction on purchase decision on e-shopping.

Null Hypothesis (H₀) :There is no significant difference among gender group of consumer with respect to the level of satisfaction on purchase decision on e-shopping

The following table shows the result of the 't' test for significant difference among the gender group of consumer with respect to the level of satisfaction on purchase decision on e-shopping.

Table 4
ANOVA for Significant difference among Gender Group of consumer with respect to the level of satisfaction on purchase decision on e-shopping

Level of satisfaction on purchase decisions on e-shopping	Gender Group		t Value	p Value
	Male	Female		
Satisfaction with pre-purchase decisions on e-shopping	48.21 (2.76)	48.61 (3.42)	1.772	0.077
Satisfaction with purchase decisions on e-shopping	19.32 (2.49)	19.98 (1.90)	3.951	0.000
Satisfaction with the post-purchase decisions on e-shopping	18.99 (2.06)	19.44 (2.20)	2.973	0.003
Satisfaction with others on e-shopping	40.86 (2.86)	41.03 (2.91)	0.795	0.427
Overall satisfaction of purchase decisions on e-shopping	127.37 (6.48)	129.07 (6.57)	3.522	0.000

Source: Computed Data

Note: 1. The value within bracket refers to SD

Since the 'p' value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted at 5% level of significance with regard to level of satisfaction on purchase decisions on e-shopping namely satisfaction with on purchase decisions, satisfaction with post-purchase decisions and overall satisfaction towards e-shopping. Hence there is a significant difference among the gender group of consumer with regard to level of satisfaction on purchase decisions on e-shopping namely satisfaction with on purchase decisions, satisfaction with the post-purchase decisions and overall satisfaction towardse-shopping.

Based on Duncan Multiple Range Test (DMRT) the female consumer significantly differ with the male consumer on satisfaction with on purchase decision, satisfaction with post-purchase decisions and overall satisfaction towardse-shopping.

Since the 'p' value is greater than 0.05, the null hypothesis is accepted and the alternative hypothesis is rejected at 5% level of significance with regard to level of satisfaction on purchase decision on e-shopping namely satisfaction with the pre-purchase decision on e-shopping and satisfaction with others on e-shopping. Hence there is no significant difference among the gender group with respect to level of satisfaction on purchase decisions on e-shopping namely satisfaction with the pre-purchase decisions on e-shopping and satisfaction with others on e-shopping. It is concluded that no significant

difference among gender group of consumer with respect to level of satisfaction on purchase decisions on e-shopping namely satisfaction with the pre-purchase decisions on e-shopping and satisfaction with others on e-shopping.

Marital Status of the consumer and Level of satisfaction on purchase decisions on e-shopping

The following hypotheses were framed for finding out the significant difference among marital status of consumer with respect to the level of satisfaction on purchase decision on e-shopping.

Null Hypothesis (H_0): There is no significant difference among the marital status of consumer with respect to the level of satisfaction on purchase decisions on e-shopping

The following table shows the result of the 't' test for significant difference among the marital status of consumer with respect to the level of satisfaction on purchase decision on e-shopping.

Table 5
ANOVA for Significant difference among Marital Status of consumer with respect to the level of satisfaction on purchase decision on e-shopping

Level of satisfaction on purchase decisions on e-shopping	Marital Status		T Value	p Value
	Married	Unmarried		
Satisfaction with the pre-purchase decisions on e-shopping	48.06 (3.32)	48.73 (2.71)	3.020	0.003
Satisfaction with purchase decisions on e-shopping	19.48 (2.50)	19.72 (2.02)	1.407	0.160
Satisfaction with the post-purchase decisions on e-shopping	19.05 (2.35)	19.30 (1.86)	1.631	0.103
Satisfaction with others on e-shopping	40.85 (2.79)	41.01 (2.97)	0.735	0.463
Overall satisfaction of purchase decisions one-shopping	127.46 (7.61)	128.77 (5.14)	2.751	0.006

Source: Computed Data

Note: 1. The value within bracket refers to SD

Since the 'p' value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted at 5% level of significance with regard to a level of satisfaction on purchase decisions on e-shopping namely satisfaction with the pre-purchase decisions on e-shopping and overall satisfaction on purchase decisions on e-shopping. Hence there is a significant difference among the marital status of consumer with regard to a level of satisfaction on purchase decision on e-shopping namely satisfaction with pre-purchase decisions on e-shopping and overall satisfaction on purchase decisions on e-shopping. Based on Duncan Multiple Range Test (DMRT) the unmarried consumer significantly differs with the married consumer with regards to

satisfaction during the pre-purchase decisions on e-shopping and overall satisfaction on purchase decisions on e-shopping.

Since the 'p' value is greater than 0.05, the null hypothesis is accepted and the alternative hypothesis is rejected at 5% level of significance with regard to a level of satisfaction on purchase decisions on e-shopping namely satisfaction with purchase decision on e-shopping, satisfaction with the post purchase decisions on e-shopping and satisfaction with others on e-shopping. Hence there is no significant difference among the marital status with respect to a level of satisfaction on purchase decision on e-shopping namely satisfaction with the purchase decisions on e-shopping, satisfaction with the post-purchase decisions on e-shopping and satisfaction with others on e-shopping. It is concluded that no significant difference among marital status of consumer with respect to level of satisfaction on purchase decision on e-shopping namely satisfaction with the purchase decisions on e-shopping, satisfaction with the post-purchase decisions on e-shopping and satisfaction with others on e-shopping.

FACTOR ANALYSIS FOR E-SHOPPING BUYING BEHAVIOUR

Analysis of e-shopping buying behaviouris made through rotated factor matrix which reveals that there are five major factors of e-shopping buying behaviour. The findings of the rotated factor analysis on the e-shopping buying behaviourare presented in Table 6.

Table 6
Rotated Factor Matrix for e-shopping buying behavior

Sl. No	Factors	F1	F2	F3	F4	F5	h2
1.	Online shopping is better than traditional way	.842	.156	.077	.273	.040	.338
2.	Online shopping is a substitute of traditional way of shopping	.828	.174	.305	.286	.000	.478
3.	I prefer e-shopping as it is available 24 hours, 7 days a week	.783	.155	.079	.101	.286	.583
4.	It is easier to compare similar products with different prices and features	.685	.001	.190	.200	.019	.666
5.	It is easier to find specific products in a specific time through e-shopping	.142	.871	.104	.143	.099	.891
6.	I trust the security of online payment methods such as credit card	.009	.862	.066	.171	.142	.816
7.	I would be more likely to shop on the internet if the websites are easy to use	.272	.802	.246	.019	.169	.736
8.	I receive my orders on time placed through e-shopping	.122	.560	.173	.007	.299	.926
9.	E-shopping provides better quality products	.156	.538	.026	.294	.043	.749

10.	I prefer e-shopping because of anytime anywhere purchase	.091	.512	.294	.075	.032	.819
11.	I do not prefer e-shopping due to increasing number of online frauds	.055	.508	.225	.030	.083	.875
12.	E-Shopping reflects the social image	.080	.137	.673	.066	.097	.807
13.	I feel comfortable (user friendly) with an e-shopping	.093	.078	.663	.000	.038	.797
14.	E-shopping provides more variety of products	.122	.172	.646	.036	.010	.304
15.	It is easy to deal with online transactions	.105	.139	.584	.057	.015	.115
16.	E-shopping sites provides delivery guarantee	.021	.038	.268	.892	.022	.348
17.	I am satisfied with the decision to purchase through e-shopping	.218	.215	.261	.846	.064	.427
18.	e-shopping is saving my time and money	.169	.272	.124	.537	.035	.506
19.	E-shopping provides various schemes and offers on purchase	.078	.029	.107	.141	.727	.599
20.	Online shopping is a convenient way to shop	.115	.198	.328	.070	.713	.936

Extraction Method : Principal Component Analysis

Rotation Method : Varimax with Kaiser Normalization

Source : Primary Data

The above table exhibits the rotated factor loading for the twenty statements (variables) of e-shopping buying behaviour. It is clear from table that all the twenty statements have been extracted into five factors.

Table 7
E-shopping buying behaviour– Factor Wise Analysis

Sl. No	Factors	Eigen Value	Percentage of Variance	Cumulative Percentage of Variance
1.	Availability and Features factor	4.166	25.854	25.854
2.	Security and Quality factor	3.806	23.617	49.471
3.	Image and Comfortable factor	1.377	8.547	58.018
4.	Guarantee and Saving Factor	1.776	11.019	69.037
5.	Convenience and Offer Factor	1.069	6.632	75.669

Source: Computed Data

It is found that there are five important factors namely availability and features factor, security and quality factor, image and comfortable factor, guarantee and saving factor and convenience and offer factor.

The first two important factors of e-shopping buying behaviour are availability and features factor and security and quality factors since its eigen values are 4.166 and 3.806

respectively. The per cent of variation of these two factors are 25.854 and 23.617 per cent respectively. The other two important factors of e-shopping buying behaviour are image and comfortable factor, guarantee and saving factors since its eigen values are 1.377 and 1.776 respectively. The per cent of variation of these two factors are 8.547 and 11.019 per cent respectively. The last factor is convenience and offer factors since its eigen value is 1.069. The analysis reveals that the narrated five factors are having 20 variables leading to e-shopping buying behaviour to an extent of 75.669 per cent.

Variables in Availability and Features factor and its Reliability

The availability and features factor consists of four variables since their factor loading in this factor are higher than the other factors. The overall reliability of the variables in this factor has been estimated with the help of Cronbach Alpha. The results are given in Table 8.

Table 8
Availability and Features factor

Sl. No	Variables	Factors Loading	Communality	Cronbach's Alpha
1.	Online shopping is better than traditional way	.842	.338	0.830
2.	Online shopping is a substitute of traditional way of shopping	.828	.478	
3.	I prefer e-shopping as it is available 24 hours, 7 days a week	.783	.583	
4.	It is easier to compare similar products with different prices and features	.685	.666	

Source: Computed Data

The factor loading of the variables in the availability and features factor varies from 0.685 to 0.842. The communality value is identified as higher in the case of it is easier to compare similar products with different prices and features since its communality value is 0.666. The included four variables in availability and features factor explain it to an extent of 83.0 per cent since its Cronbach Alpha is 0.830.

Variables in Security and Quality Factor and its Reliability

The factor loading of the variables in security and quality factor and its communality values are drawn from the factor analysis. The overall reliability has been tested with the help of Cronbach Alpha. The results are given in Table 9.

Table 9
Security and QualityFactor

Sl. No	Variables	Factors Loading	Communality	Cronbach's Alpha
1.	It is easier to find specific products in a specific time through e-shopping	.871	.891	0.827
2.	I trust the security of online payment methods such as credit card	.862	.816	
3.	I would be more likely to shop on the internet if the websites are easy to use	.802	.736	
4.	I receive my orders on time placed through e-shopping	.560	.926	
5.	E-shopping provides better quality products	.538	.749	
6.	I prefer e-shopping because of anytime anywhere purchase	.512	.819	
7.	I do not prefer e-shopping due to increasing number of online frauds	.508	.875	

Source: Computed Data

The factor loading of the variables in the security and qualityfactor varies from 0.508 to 0.871. The higher communality value is noticed in the case of I receive my orders on time placed through e-shopping since its value is 0.926. The included variables in security and quality factor explain it to an extent of 82.7 per cent since its Cronbach Alpha is 0.827.

Variables in Image and ComfortableFactor and its Reliability

The factor loading of the variables in image and comfortable factor, its communality and Cronbach alpha is given in Table 10.

Table 10
Image and Comfortable Factor

Sl. No	Variables	Factors Loading	Communality	Cronbach's Alpha
1.	E-Shopping reflects the social image	.673	.807	0.823
2.	I feel comfortable (user friendly) with an e-shopping	.663	.797	
3.	E-shopping provides more variety of products	.646	.304	
4.	It is easy to deal with online transactions	.584	.115	

Source: Computed Data

The included three variables in image and comfortable factor explain it to an extent of 82.3 per cent since its Cronbach Alpha is 0.823. The factor loading of the variables vary from 0.584 to 0.673. It reveals that the highly correlated variable in the image and comfortable factor is 'E-Shopping reflects the social image' since its factor loading is 0.673. The higher communality is noticed in the case of 'E-Shopping reflects the social image' since its value is 0.807.

Variables in Guarantee and Saving Factor and its Reliability

The factor loading of the variables in guarantee and savingfactor, its communality and Cronbach alpha is given in Table 11.

Table 11
Guarantee and Saving Factor

Sl. No	Variables	Factors Loading	Communality	Cronbach's Alpha
1.	E-shopping sites provides delivery guarantee	.892	.348	0.820
2.	I am satisfied with the decision to purchase through e-shopping	.846	.427	
3.	e-shopping is saving my time and money	.537	.506	

Source: Computed Data

The included three variables in guarantee and savingfactor explain it to an extent of 82.0 per cent since its Cronbach Alpha is 0.820. The factor loading of the variables vary from 0.537 to 0.892. It reveals that the highly correlated variable in the guarantee and savingfactor is 'E-shopping sites provides delivery guarantee' since its factor loading is 0.892. The higher communality is noticed in the case of 'e-shopping is saving my time and money' since its value is 0.506.

Variables in Convenience and OfferFactor and its Reliability

The overall reliability of the variables in this factor has been estimated with the help of cronbach alpha. The results are given in Table 12.

Table 12
Convenience and OfferFactor

Sl. No	Variables	Factors Loading	Communality	Cronbach's Alpha
1.	E-shopping provides various schemes and offers on purchase	.727	.599	0.815
2.	E-Shopping reflects the social image	.713	.936	

Source: Computed Data

The factor loading of the variables in the convenience and offerfactor varies from 0.713 to 0.727. The communality value is identified as higher in the case of E-Shopping reflects the social image since its communality value is 0.936. The included two variables in convenience and offerfactor explain it to an extent of 81.5 per cent since its Cronbach Alpha is 0.815.

SUGGESTIONS

- Transactions should be safe and proper security should be assured to the people making online purchases.
- Government should play a pivotal role in encouraging e-shopping
- E-marketers must give a thought to secure, time saving, information about product and services factors when they design their online product strategy.
- The study highlights that convenience, accessibility, scope, attraction, reliability, experience and clarity are the important factors considered by the online shopper.

CONCLUSION

From the above study it is concluded that the consumer are satisfied with e-shopping. Convenience is important factor that drive the consumer towards e-shopping and consumer are using e-shopping to purchase different type of the products. The result of the study reveals that most of the customers prefer to buy goods online based on user reviews, easy EMI Options, availability of sufficient information about the product, facility for returning the product and facility for order-tracking details. Hence, E-retailers have to constantly ascertain their customers' expectations, initiate necessary steps at the earliest to contain problems faced by them, offer full-fledge services like sale of quality goods at a cheap price, replacement of damaged goods and expeditious delivery. Such services will offer easy customer satisfaction, help sellers retain the existing customers and attract new ones.

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