



Consumers' Preference Towards Online Shopping after The Pandemic: Natham - Tier III City in Tamil Nadu

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Abstract: In the present era, after the spread of the covid pandemic, there is a drastic increase in the use of technology. People nowadays are too choosy so that they want a varied range of goods at a reasonable price. This has led to the increase in online shopping as they could get a varied range of goods at their door steps with the click. Recent studies say that online shopping is growing by 8 to 10 percentage globally. In India the growth of online shopping is 30% when compared with the previous data. Even small articles are purchased through online mode by the customers. The consumers from Tier III Cities also play their important role in the growth of online shopping. This study is made by the researcher in order to find out the preference of consumers' towards online shopping after the pandemic with special reference to Natham a Tier III City in Tamil Nadu. Here the researcher has made a survey with 236 consumers.

Keywords: Online Shopping, Tier III City, Consumer Preference, Pandemic

1.1. Introduction

A most popular method of shopping globally in today's Era is online shopping. Online shopping is growing at a rapid pace as it has advantages like lower costs, less time consuming, varied variety of products and the like. This has reached its peak after the pandemic even in Tier III cities.

1.2. Statement Of The Problem

In the current scenario, online shopping is playing a vital role. Most of the people nowadays are working; hence shopping through online mode is much preferred and accepted by people all over the world. Online shopping considered as a risky mode of shopping in the olden days has become an important mode of shopping. Online shopping is even preferred by Tier III cities globally. This has also given a great impact in cities of Tamil Nadu, including the Tier III cities. The sellers online nowadays try to attract their consumers' with all sorts of attractive products. The present study is undertaken to study preference of consumers' towards online shopping and analyse the factors influencing online shopping. Hence, the researcher has attempted to study the consumer preference towards online shopping after the pandemic in special reference with Natham a Tier III city in Tamil Nadu.

1.3. Objectives Of The Study

- To analyse the factors influencing online shopping.
- To offer suggestions based on the finding.

1.4. Scope Of The Study

The study is pertaining to Natham a Tier 3 city in Tamil Nadu. It is confined to consumers' preference towards online shopping after the pandemic. The study paves way to find the factors which influence the consumers' to prefer online shopping after the pandemic.



1.5. Operational Definition

1.5.1. Online Shopping

Online shopping is a form of Electronic Commerce which helps the consumers to buy goods and services from a seller directly with the help of internet using a web browser or a mobile app. Consumers' can search the product of their choice in the search engine and a varied variety of that particular product will be displayed so that the consumers can choose the preferred product from the listed e-retailers.

1.5.2. Tier III City

Tier III is a classification made by the government where the population of the cities ranges from 20,000 to 49,999.

1.5.3. Consumer Preference

Consumer preference means individuals' tastes, likes and dislikes and proportions.

Consumer preference plays an important role for marketing a product successfully

1.5.4. Pandemic

A Pandemic is an epidemic of an infectious disease that spreads across a large region, throughout the whole world affecting a great number of people.

1.6. Research Methodology

1.6.1. Research Design

Research Design is a Plan Structure and strategy made in order to answer the questions and control the variances.

The Research Design adopted for this study is Descriptive Research Design. They are studies concerned with describing characteristics of a specific individual or a group.

1.6.2. Sampling Design

Sampling design means a small portion or group from the entire population. The selected units stand so as to represent the entire population. The researcher has used random sampling for this study.

1.6.3. Sampling Size

The number of items to be selected constitutes a sample. The sample size for the research is 236 which represent 1% of population.

1.6.4. Area Of The Study

The study was conducted in Natham a Tier III city in Tamil Nadu.

1.6.5. Collection Of Data

1.6.5.1. Primary Data

Primary data is the data collected directly from the samples for the research. The primary data was collected in Natham a Tier III city in Tamil Nadu which with the help of questionnaire. **1.6.5.2. SECONDARY DATA**

Secondary data are those which already exist and they are collected from internet and journal.

1.6.6. Data Processing

The data which are collected were processed through tables and the collected data were ordered precisely and analytically.

1.7. Framework Of Analysis

The statistical tools used by the researcher are percentage analysis, Garrett's Ranking Technique and Chi-Square Method.

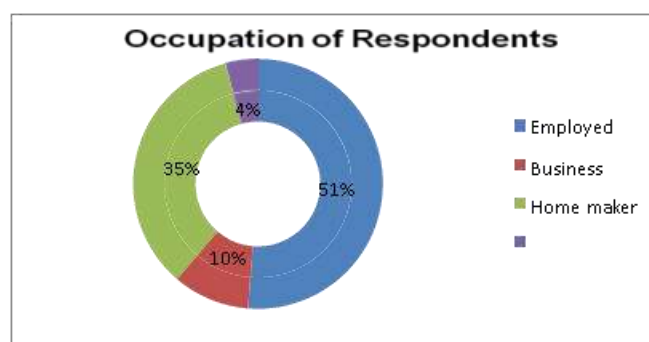
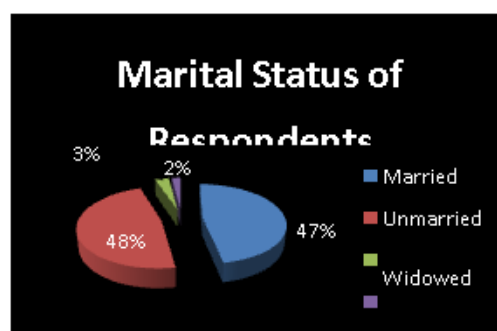
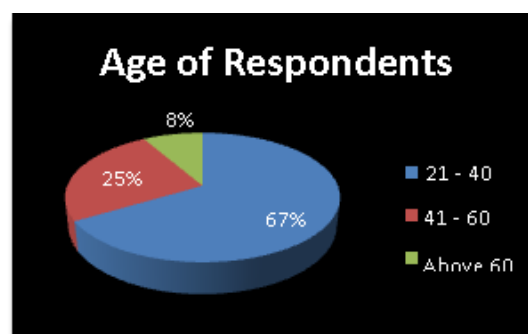
1.7.1. Analysis And Interpretation

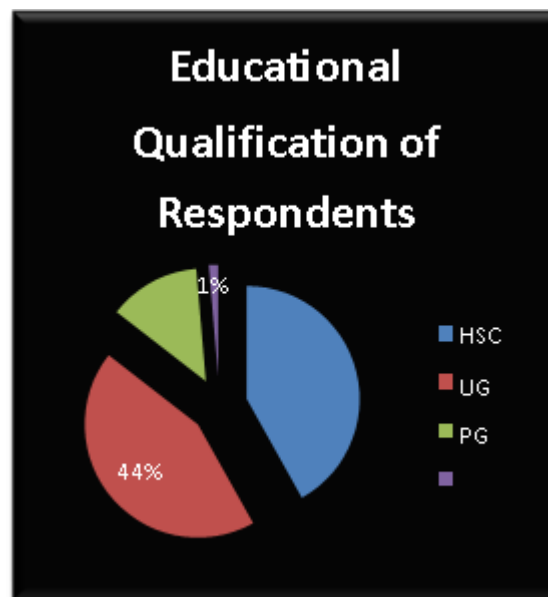
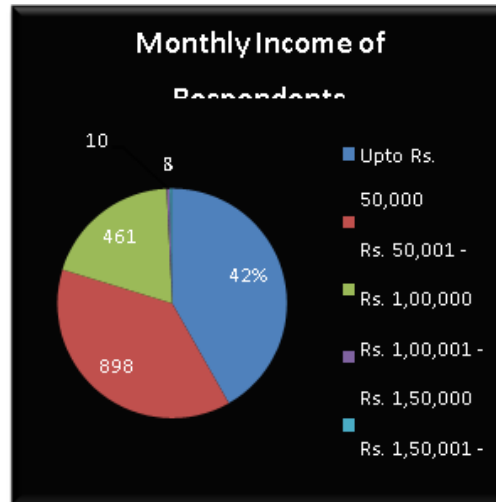
Profile of the Respondents

Table 1: Demographic Characteristics of Sample Respondents		
DEMOGRAPHICS	NO. OF RESPONDENTS	% OF RESPONDENTS
A. AGE		
21 - 40	157	66.39
41 - 60	60	25.23
Above 60	19	8.34
B. MARITAL STATUS		
Married	112	47.13
Unmarried	112	47.59
Widowed	7	3.21
Divorcee	5	2.07
C. OCCUPATION		
Employed	121	51.27
Business	24	9.97
Home maker	81	34.49
Student	10	4.27
D. MONTHLY INCOME		
Upto Rs. 50,000	99	41.81
Rs. 50,001 - Rs. 1,00,000	89	37.95
Rs. 1,00,001 - Rs. 1,50,000	46	19.48
Rs. 1,50,001 - Rs. 2,00,000	1	0.42

Above Rs. 2,00,000	1	0.34
E. EDUCATIONAL QUALIFICATION		
HSC	99	41.89
UG	103	43.62
PG	31	13.14
Others	3	1.35

CHARTS 1 A – E





1.7.2. Purchasing Online

Purchasing Online	No. of Respondents	% of Respondents
Before Pandemic	35	14.83
After Pandemic	201	85.17
Total	236	100.00

1.7.3. Factors Which Influence Online Shopping

The various factors that influence consumers' to shop online are analysed with the help of Weighted Average Methods.



Factors	No. of Respondents							Weights	Ranks
	1	2	3	4	5	6	Total		
Friends	86	86	60	2	1	1	1,195	5.06	II
Relatives	(516)	(430)	(240)	(6)	(2)	(1)			
Social Media Influence	87	85	60	2	1	1	1,196	5.07	I
	(522)	(425)	(240)	(6)	(2)	(1)			
Price	6	6	43	83	74	24	659	2.79	IV
	(36)	(30)	(172)	(249)	(148)	(24)			
Discount	53	56	63	53	9	2	1029	4.36	III
Offers	(318)	(280)	(2,552)	(159)	(18)	(2)			
Return	3	2	9	54	92	76	486	2.06	V
Exchange Policy	(18)	(10)	(38)	(162)	(184)	(76)			
Trustworthiness	1	1	1	42	59	132	391	1.66	VI
	(6)	(5)	(4)	(126)	(118)	(132)			

1.7.4. Hypothesis

There is no significant relationship between Age and Shopping Online.

Df	Table Value	χ^2	Result
2	5.99	7.66	Rejected



1.8. FINDINGS

- From the table 1A, we can conclude that majority of the respondents (66.39%) are under the age group 21 to 40 years.
- From the table 1B, we can infer that 47.59% of the respondents are unmarried.
- From the table 1C, we can understand that most of the respondents 51.27% are employed.
- From the table 1D, we can infer that Majority of the respondents 41.81% fall under the category up to Rs. 50000 when categorized according to their monthly income.
- From the table 1E, we can conclude that Most of the respondents 43.62% have completed their under graduation.
- From the table 1.72. it is clear that 85.17% of the respondents have started purchasing online after the pandemic.
- The table 1.7.3. indicates the factors which influence consumers' to shop online. Weighted Average Method was used and Social Media Influence was ranked first followed by Friends and relatives, Discount & Offers, Price, Return & Exchange and Trustworthiness was ranked last.
- In the table 1.7.4. the χ^2 value is greater than the critical value. Hence the hypothesis is rejected. So we can conclude that there is significant relationship between Age and shopping online.

1.9. Suggestions:

- Trustworthiness is ranked last for the factor influencing online shopping. Hence the sellers' online can create trust so that it will increase their sales.
- Return & Exchange policy can be improved so that buyers will be motivated to buy more.

1.10. Conclusion

From the study it is evidently proved that consumers have started preferring Online shopping after the Pandemic. The reason consumers have given are user friendliness, low price, discounts and offers, less time consuming, free shipping, more products and they find the brand which they seek.

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