1. **ABSTRACT**

Now a days the life style of the people is different. People feel uncomfortable and time consuming for going crowded markets. So, E-Shopping is a boon as it saves lot of time. Online shopping is a process whereby consumers directly buy goods, services etc. from a seller without an intermediary service over the Internet. Shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. So, it is very convenient for them to shop Online. One of the most enticing factors about online shopping, particularly during holiday season is, it alleviates the need to wait in long lines or search from a store for a particular item. Variety of goods are available in online. So, the researcher wants to know the preference of the consumers. So, fifty respondents were met and data were collected regarding their preference towards shopping online.

1. **INTRODUCTION**

Online shopping is becoming increasingly popular for variety of reasons. There are certainly outside factors such as increasing gas prices, difficulty in getting to traditional stores and hassles often associated with shopping malls and other traditional stores to contribute to the increased interest in online shopping.

Consumers can get full information about the product with its reviews being passed by the existing users. If one wants to buy a product, he/she is no longer limited to asking the friends and families because there are many products reviews on the web which gives opinions of the existing users of the product.

Online shopping sites contain wide variety of goods both high quality and mild quality keeping in mind the level of people.

1. There are no national and International Barriers.
2. In online shopping the consumers will be in a demanding position and suppliers will not be in a commanding position.
3. There are enormous employment opportunities in online shopping.
4. **DEFINITION OF CONSUMER PREFERENCE:**

Consumer preference refers to, “how customers select goods and services in relation to factors like taste, preference and individual choices. Factors such as the consumers income and price of goods do not influence the customers preferred product or services”.

1. **WHAT IS CONSUMER PREFERENCE?**

Consumer preference for a product can make or break a company. If consumers generally like a product, it may say around for years and sell millions of copies. However, if consumer do not like a product, it could disappear very quickly.

* 1. **ONLINE CUSTOMERS:**

Online customer must have access to the internet and a valid method of payment in order to complete a transaction

Generally, higher levels of education and personal income correspond to more favorable perception of shopping online. Increased exposure to technology also increases the probability of developing favorable attitude towards new shopping channels

* 1. **THE DOs AND DONTs IN ONLINE SHOPPING:**

If people want to be as savvy online shoppers, enjoy in finding great deals and avoid becoming a victim of cybercrime, customers want to follow a few basic Do’s and Don’ts when buying from websites.

* 1. **DOs:**
* Before giving the credit card information, enough time must be taken to research the website. Contact the seller if this is the customer’s first purchase. Most reputable sellers will have a toll-free customer service phone number. If site had only an email address and no phone number, start an email or instant message dialogue with the people running the site before buying anything from them.
* Pay by credit card or an online payment service. Online Payment service offer some protection as well. For extra degree of protection, credit card is the best.
* Buy from a website that has encryption. “Encryption is a key to secure Internet purchases. It is a feature that automatically codes the customer’s personal data when it is entered”.
* Check the website policies before placing the order. Read the website’s return policy and other terms and conditions, as well as the site’s privacy policy, before ordering anything.
* Use comprehensive computer security software. Make sure the customers have up –to – date, Comprehensive security software such as, MCA fee Internet security or MCA fee Total protection before doing anything with online shopping. This will greatly reduce the risk of contracting virus and will help to avoid theft on dangerous websites.
* Check the credit card statements, make sure that the customer charged the proper amount, and that no extras were added to their bill.
  1. **DON’TS:**
* Do not buy from spammers. If the customer gets an e-mail inviting them to buy something like “Discounted Rolex Watches” two things must be considered.

1. **Spam**
2. **Possible scam**.

The most spammers will steal the credit card or financial information and use it fraudulently. If purchases are made from spammers, the customer will never get what they have ordered. It is a risky deal.

* Do not pay by a debit card, cash or wire transfer. When the customer pays with debit cards, the money comes directly out of the customer’s amount. Getting the cash back can be difficult, if it not possible. When the people pay by cash or use a wire transfer, the money goes directly to the seller’s account. So, there is no recourse if something goes wrong.
* Do not buy from a website unless it is certified for safety. People need to feel confident that when people make an online purchase, personal and financial information will not be compromised.
* Do not buy from a website with which people are not totally comfortable.
* Do not forget to inspect the new purchase as soon as it arrives. If the customer finds a problem, notify the seller as soon as possible.

1. **REVIEW OF LITERATURE**

A shopping website is an online platform where customers can browse and purchase products or services from various vendors in one place. Shopping websites offer a wide range of products and services, including clothing, electronics, home appliances, furniture, and more. Customers can search for specific products, filter results by category or price range, and compare the prices from different vendors. Shopping websites often provide additional features such as product reviews, ratings, and recommendations to help customers make informed decisions. Many shopping websites also offer secure payment options and customer support services to ensure seamless shopping experience.

The primary goal of a shopping website is to provide customers with a convenient and hassle-free way to shop online, while also helping vendors reach a wider audience and increase sales.

Shopping websites often offer additional features that are useful for users, such as personalized recommendations based on their browsing and purchase history, wish-lists to save products for later, and loyalty programs that reward customers for their repeat purchases. Many shopping websites also offer secure payment options and customer support services to ensure a seamless shopping experience for users. Overall, shopping websites are a valuable resource for users as they provide a convenient and efficient way to shop for products or services, while also offering additional features and benefits to enhance the overall shopping experience.

1. **STATEMENT OF THE PROBLEM**

It is difficult for the online seller to identify the customers wants and needs, since potential customers are large in number. It is important to identify the factors that influence the customers to prefer online shopping. Therefore, the study is undertaken by the researcher.

The objective of this review paper is to analyze the user experience and identify the key challenges faced by customers when shopping on a hosiery website. The study aims to address the following problem: Despite the convenience of online shopping, hosiery customers encounter issues related to product quality, sizing accuracy, user interface, customer support, and overall satisfaction. By examining these challenges, the review paper seeks to provide insights and recommendations for improving the hosiery shopping experience on the website, enhancing customer satisfaction, and driving repeat purchases.

1. **SCOPE OF THE STUDY**

The present study has made an attempt to understand the customer’s preference towards online shopping. Online shopping is an emerging concept in the study area.

This study enables to understand the customer preference towards shopping and provides insight about online shopping.

1. **AREA OF THE STUDY:**

The area of operation is in Nagercoil town. Information is collected from the respondents in and around Nagercoil town.

1. **PERIOD OF THE STUDY:**

The field of this study is carried out for three months from February 2023 to May 2023.

1. **METHODOLOGY:**

This study is carried out on the basis of both Primary and Secondary Sources. These collections of data were presented in the following sections.

The methodology for studying a hosiery shopping website involves a combination of qualitative and quantitative approaches. Qualitative methods such as interviews, observations, and focus groups are used to gather in-depth insights into user experiences, preferences, and challenges. Surveys are conducted to collect quantitative data on customer satisfaction, product quality, and website usability. User testing sessions are conducted to assess the functionality and usability of the website. Secondary data from academic journals, industry reports, and customer reviews are also analyzed. The collected data is then analyzed and synthesized to provide a comprehensive evaluation of the hosiery shopping website, identify areas for improvement, and make recommendations for enhancing the user experience.

* 1. **PRIMARY DATA:**

Primary data were collected by means of systematically prepared questionnaire from online purchasers. In order to carryout statistical enquires a questionnaire was prepared comprising age, gender, educational qualification, information about the preference of the respondents.

Primary data for hosiery shopping website can be collected through surveys, interviews, observations, user testing, focus groups, and analyzing customer reviews and feedback. Surveys and interviews enable gathering firsthand experiences and opinions of hosiery customers. Observations and user testing provide insights into user behavior and interactions with the website. Focus groups facilitate open discussions among a small group of customers. Analyzing customer reviews and feedback helps identify common themes and satisfaction levels. These primary data collection methods offer direct insights into the shopping experience, customer satisfaction, product quality, sizing accuracy, user interface, and customer support on the hosiery shopping website.

* 1. **SECONDARY DATA:**

Secondary data for a review paper on a hosiery shopping website can be obtained from various sources. These sources include academic journals, industry reports, market research studies, previous research papers, government publications, and online resources. Secondary data can provide information on market trends, consumer behavior, e-commerce practices, best practices in website design, customer satisfaction, and industry benchmarks. It can also offer insights into the competitive landscape, pricing strategies, marketing campaigns, and customer reviews of similar hosiery shopping websites. By analyzing and synthesizing secondary data, the review paper can establish a broader context, support arguments, and provide a comprehensive understanding of the hosiery shopping website ecosystem.

* 1. **SAMPLE DESIGN:**

The study is descriptive and analytical. It is descriptive in the sense it exists at present and it includes facts and findings. It is analytical in the sense it involves analysis of the collected data and information. The researcher has selected 50 samples from the customers in Nagercoil town. The relevant data were collected through questionnaires. The researcher used the method of convenient sampling technique.

* 1. **LIMITATIONS OF THE STUDY:**

This study has certain limitations.

1. Today’s findings may not hold true for the future.
2. The study was only made up of the users of online shopping.
   1. **FRAMEWORK OF ANALYSIS:**

The collected data were analyzed through Garret’s Ranking, Technique.

1. **GARRET’S RANKING TECHNIQUE:**

Garret’s Ranking is used to analyze the products which the consumers prefer through online shopping.

Raj= Rank given for the factor of Individual.

Nj=Individual Ranked.

The rank obtained are converted into score with the help of Garrets table for each problem, the scores of individual respondents are added together and divided by the number of respondents whose score are added. The mean score for all the factors is arranged in ascending order and the ranks are given in the order of importance.

Garret’s ranking technique is applied for analyzing the preference of the consumers about products purchasing through online.

1. **Results and Discussion**

Preference towards online shopping by the consumers will be analyzed with the help of in the Garret’s Ranking Technique.

1. **CONSUMER PREFERENCE WISE DISTRIBUTION:**

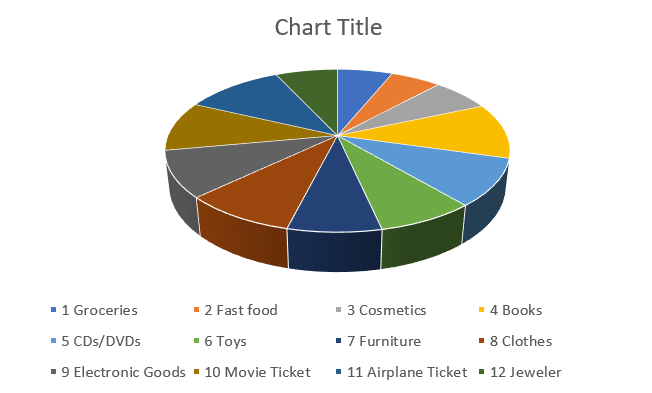
Online shopping is convenient and quick. But it is not suitable for all the products. Each customer has his own preference towards the product according to their level of comfortability and satisfaction. Following table explains the preference of consumers. It is analyzed with the help of Garret’s Ranking Technique.

**12.1. CONSUMER PREFERENCE WISE DISTRIBUTION OF RESPONDENTS**

The above table reveals the customer preference towards online shopping. In this regard, ‘Books’ has been ranked first by the respondents with a mean score of 66.02, Airplane and Railway ticket has been ranked second with a mean score of 66. Most of the people prefer online shopping for Books and tickets. The third rank is given to movie ticket with its mean score of 59.3. The least preference is given to fast food with a mean score of 33.78. This shows that the consumers are not interested in buying fast food through online. This is because most of the sample respondents are interested in buying the books

|  |  |  |  |
| --- | --- | --- | --- |
| **S. No** | **Preference** | **Garret’s mean score** | **Rank** |
| 1. | Groceries | 36.84 | XI |
| 2. | Fast food | 33.78 | XII |
| 3. | Cosmetics | 39.42 | X |
| 4. | Books | 66.02 | I |
| 5. | CDs/DVDs | 56.02 | IV |
| 6. | Toys | 46.28 | VII |
| 7. | Furniture | 44.12 | VIII |
| 8. | Clothes | 53.72 | VI |
| 9. | Electronic Goods | 54.92 | V |
| 10. | Movie Ticket | 59.3 | III |
| 11. | Airplane Ticket | 66 | II |
| 12. | Jeweler | 41.58 | IX |

**Source:** Primary data



through online because they can access variety of books by sitting before the computer.

**12.2. POLICY IMPLICATIONS**

Following are the Policy implications offered by the researcher.

1. Online shopping is easy but it can be made more secure.
2. More Privacy should be implemented.
3. Product displayed sometimes differs with the product supplied. It should be improved.
4. Online Shopping is yet to catch up in our towns. Internet penetration is not enough.
5. **CONCLUSION:**

The researcher made a thorough analysis over the Study of customer preference towards online shopping. It is of the opinion that, though there are a number of products available in the market, large number of respondents mostly prefer to purchase Books through online shopping. Because variety of Books are available while searching online web stores.

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