



## CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING

RITU YADAV

RAVI YADAV

M.COM (NET)

B.TECH (CSE), M.SC(CS),MCA

Email Id : rituyadavkaninwal@gmail.com

### ABSTRACT:

Online shopping is the process of purchasing goods and services from sellers who sell on the Internet. Since the introduction of the World Wide Web, sellers have sought to sell their products to persons who surf the Internet. Buyers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Now a day, online shopping has become general among people, they have become techno savvy and feel very comfortable in using

ISSN 2454-308X



internet. So online shopping has becoming a trend that is why it is essential to make a study on online shopping usage and perception. The main purpose of this research is to study the perception of the consumers towards online shopping.

For this purpose, with help of convenient sampling method 100 respondents were selected and data were collected through designed questionnaire. On the basis of data analysis it is found that most of the consumers were perceived that online shopping is better option than manual shopping and most of the customers were happy with their online shopping transactions. Customers are accessing their net at their home and office/ college. Largely consumers are buying clothe, electronics items and accessories. Most alarming hurdle for online shopping was customers have to give their credit card number and they cannot see goods personally.

### 1. INTRODUCTION

Internet is changing the way consumers shop and purchase goods and services, and has rapidly evolved into a global phenomenon. Many organisations have started using the Internet with the aim of cutting marketing costs, thereby decreasing the price of their goods and services in order to stay ahead in highly competitive markets. Firms also use the Internet to express, communicate and spread information, to sell the product, to take feedback and also to conduct satisfaction surveys with consumers.

Consumers use the Internet not only to purchase the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online trade.

In addition to the marvellous potential of the E-commerce market, the Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. Although most of the profits of online dealings comes from business-2-business commerce, the practitioners of b2c commerce should not lose confidence.

It has been more than a decade since business-2- consumer E-commerce first evolved. Scholars of E commerce continuously attempt to gain an improved insight into consumer behaviour in cyberspace. Along with the growth of E-retailing, scholars continue to explain E-consumers' behaviour from different perspectives. Lots of their studies have suggested new



emergent factors or assumptions that are based on the traditional models of customer behaviour, and then study their validity in the Internet context.

## 1.1 ONLINE SHOPPING IN INDIA

The birth and development of Internet has been the biggest event of the century. E-commerce in India has come a lengthy way from a timid beginning in the 1999-2000 to a period where one can sell and find all sorts of things from a high end product to a meagre peanut online. Most organisations are using Internet to represent their product range and services so that it is available to the global market and to reach out to a larger range of their audience.

Computers and the Internet have completely improved the way one handles day-to-day transactions; online shopping is one of them. The Internet has brought about wide changes in the purchasing practices of the people. In the comfort of one's home, office or cyber cafe or anywhere across the world, one can log in and purchase just about anything from clothing, books, music and MP3 players, video games, movie tickets and air tickets. Ease, simplicity, convenience and security are the main factors turning the users to buy online.

E-commerce profits in the country are projected to reach Rs. 2,300 crore in the year 2006-07, increasing at 95 per cent over 2004-05 (Source: Internet and Mobile Association of India, IAMAI). This belongs to the business-to-consumer (B2C) segment. It may be too early to do an evaluation with the e-commerce scenes in countries such as the US where billions of dollars are spent online but the business in India is developing exponentially every year, albeit from a smaller base, the total profits have reached a respectable size.

## 2. LITERATURE REVIEW

**Soonyong Bae, Taesik Lee (2010)** they investigate the effect of online consumer reviews on consumer's purchase intention. In particular, they examine whether there are gender differences in responding to online consumer reviews. The results show that the effect of online consumer reviews on purchase intention is stronger for females than males. The negativity effect, that consumers are influenced by a negative review more than by a positive review, is also found to be more evident for females. These findings have practical implications for online sellers to guide them to effectively use online consumer reviews to engage females in online shopping.

**Syed Rajab Nikhashem, Farzana Yasmin, AhsanulHaque. (2011)** Studied that examined peoples' perception of online purchasing tickets (e-ticketing) as well as why some people use this facility while some who do not use it stick to the traditional way to accomplish their needs. In addition, aspects such as what inform peoples' eagerness and unwillingness to use internet facilities are also inspected. The conclusion of this research showed a comprehensively integrated framework that can be applied by policy makers and commercial enterprises to identify the dynamic relationships among dimensions of perceived risk, user trustworthiness, usefulness and confidence. Also, this reading measured how price perception and internet security can be utilized to study the consumers' perception

**Archana Shrivastava, Ujwal Lanjewar, (2011)** in online purchasing, the rate of diffusion and adoption of the online purchasing amongst consumers is still relatively low in India. In view of above problem an empirical study of online purchasing behaviour was undertaken. Based on literature review, 4 predominant psychographic parameters namely attitude, motivation, personality and trust were measured with respect to online buying. The online purchasing decision process models based on all the 4 parameters were designed after statistical analysis.



**Kanwal Gurleen. (2012)** highlighting on the understanding of demographic profiles of adopters and non-adopters of online shopping. For this purpose the data from 400 respondents was collected in the form of questionnaires. The study has been conducted in three cities of Punjab, a sample of urban respondents were selected from the Jalandhar, Ludhiana and Amritsar The paper also inspects the various reasons for adoption and non-adoption of online spending.

### **3. OBJECTIVE OF THE STUDY**

The objectives of this research are:

1. To identify the customer perception towards online shopping.
2. To know the reasons of doing online shopping.

### **4. RESEARCH METHODOLOGY**

#### **4.1 DATA COLLECTION METHOD**

##### **4.1.1 Primary Data**

It is original primary data, collected for specific purpose of research project. For this project, I have to use following research instrument or tool-

##### **Questionnaire-**

Questionnaire development is the important part of primary data collection method. For this I will prepare a questionnaire in such a way that it will be able to collect all important information regarding the project.

This was done by sending questionnaire to the respondents through mails.

##### **4.1.2 Secondary Data**

This may be used to collect necessary data and records by different websites, magazines, journals, reference books, and newspapers, etc.

### **4.2 SAMPLE DESIGN**

#### **4.2.1 Sample Unit**

For studying consumer perception on online shopping, samples were selected from district Mahendergarh, Haryana.

#### **4.2.2 Sampling Methods**

- (a) Convenient sampling method

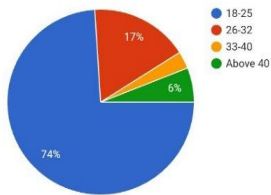
#### **4.2.3 Sample size-100**

#### **4.2.4 Research place- Mahendergarh District (Haryana).**

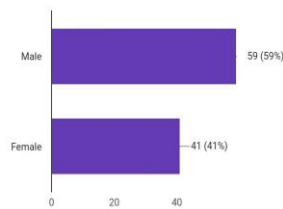
### **5. RESULT AND ANALYSIS**



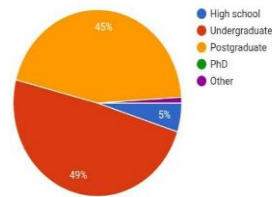
1. Age (100 responses)



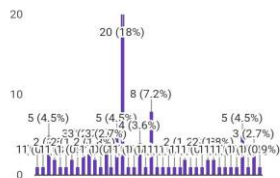
2. Gender (100 responses)



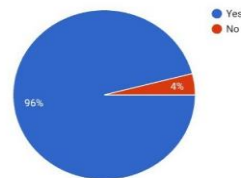
3. Level of education (100 responses)



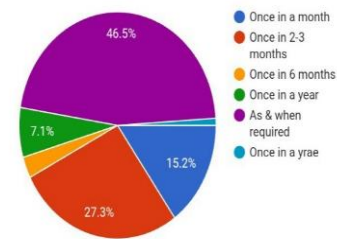
4. Monthly income (95 responses)



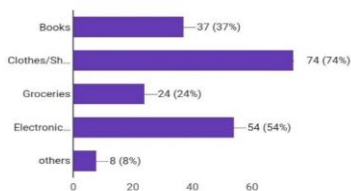
5. Have you ever had online shopping? (99 responses)



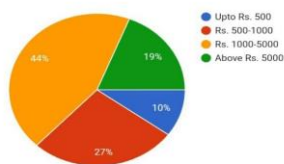
6. How frequently did you purchase online? (99 responses)



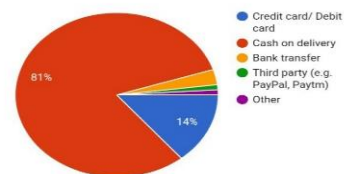
7. What products do you normally buy online? (You can select more than one) (100 responses)



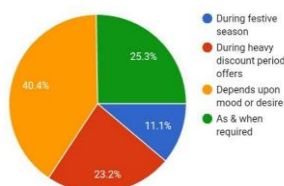
8. What is the average amount that you spend per purchase while shopping online? (100 responses)



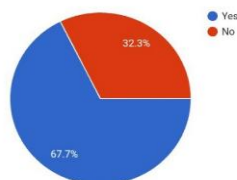
9. How do you make payment mostly when shopping on the internet? (100 responses)



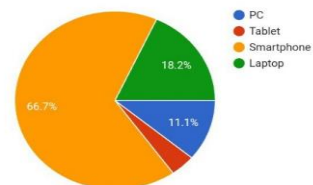
10. Generally, When do you prefer making online purchase? (99 responses)



11. Have you ever felt any problem in online purchase? (99 responses)

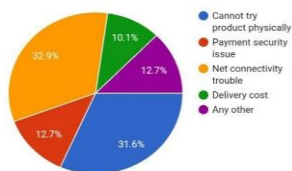


14. Which medium do you prefer for online shopping? (99 responses)

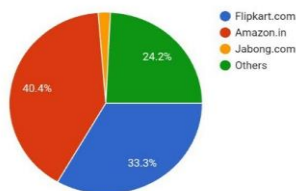




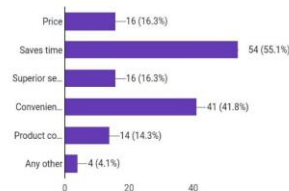
12. If yes, what kind of problem?  
 (79 responses)



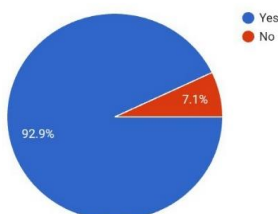
13. Which of the following website do you prefer for online shopping?  
 (99 responses)



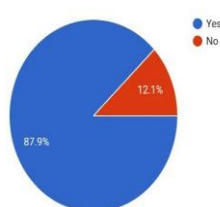
15. What are the reasons for online shopping?  
 (98 responses)



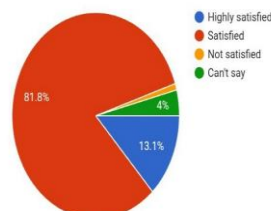
16. Do you feel secure when shopping online?  
 (99 responses)



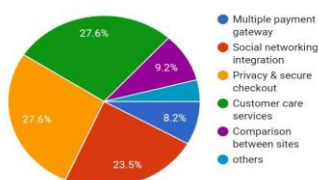
17. Does cash on delivery option influences you to go for online shopping?  
 (99 responses)



18. How do you rate your experience of online shopping?  
 (99 responses)



19. Features you think necessary for an online shopping website to have?  
 (98 responses)



## 6. FINDINGS

The findings show that Internet usage has improved over the years and it is leading to an increase in online shopping and also shows the consumers attitude and perception towards online shopping.

1. Online spending is affected by demographics as it has been seen that more males are shopping online as compared females' online shoppers.
2. Online sellers should attempt to differentiate their products or services making the comparison easier. The sellers should bring out innovative ways so that the consumers can do extra online shopping while taking the full advantage of rich information, easy access and convenience of the Internet.
3. One of the main concerns among the online shoppers was privacy and security.
4. Another reason that hindered online shopping was the touch factor. They cannot be able to touch products before purchasing them.
5. The future of online shopping is bright especially in the categories of travel, books, electronic gadgets and gifts.
6. It is also found that majority of people prefer online shopping due to the cash on delivery option.



7. The result also shows that majority of people prefer Amazon site for shopping online as compared to other shopping sites.
8. It is also found that more people wants that a shopping website should have the features of privacy and secure checkout and customer care services.

## 7. CONCLUSION

This research shows that online buying and selling is having very bright future in India. Perception towards online shopping is getting improved in India. With the use of internet, consumers can shop at anyplace, anything and anytime with easy and safe payment options. Consumers can do comparison shopping between goods, as well as, online stores.

## 8. BIBLIOGRAPHY

### 8.1 FOR BOOKS:

- *Peter, J. Paul and Jerry C. Olson, Consumer Behavior and Marketing Strategy (9th Edition), Mc Graw Hill Publication*
- *Schiffman, L.G. and L.L Kanuk, Consumer Behavior (Kindle Edition), Pearson Education*
- *Kalakota, Ravi and Andrew B Whinston, Frontiers of Electronic Commerce (7th Edition), Addison Wesley, 2000*
- *Research Paper Business Management E-ISSN No : 2454-9916 | Volume : 2 | Issue : 7 | July 2016*

### 8.2 For Website:

- <http://www.csulb.edu/journals/jecr/issues/20052/paper1.pdf>
- [https://www.researchgate.net/profile/Rahul\\_Kumar191/publication/303792097\\_THE\\_FUTURE\\_OF\\_ONLINE\\_SHOPPING\\_IN\\_INDIA\\_A\\_Study\\_of\\_Punjab\\_and\\_Haryana\\_States\\_of\\_India/links/57aaf42408ae7a6420bf2481.pdf?origin=publication\\_detail](https://www.researchgate.net/profile/Rahul_Kumar191/publication/303792097_THE_FUTURE_OF_ONLINE_SHOPPING_IN_INDIA_A_Study_of_Punjab_and_Haryana_States_of_India/links/57aaf42408ae7a6420bf2481.pdf?origin=publication_detail)
- <https://www.coursehero.com/file/13917441/Business-Research-docx/>
- <http://documents.tips/documents/p-projectdocx.html>
- [http://www.academia.edu/29696711/Bibi\\_MARIAM\\_M](http://www.academia.edu/29696711/Bibi_MARIAM_M)
- [http://en.wikipedia.org/wiki/online\\_shopping](http://en.wikipedia.org/wiki/online_shopping)
- [www.iaiiis.org/iis/2006\\_iis/PDFs/Changchit.pdf](http://www.iaiiis.org/iis/2006_iis/PDFs/Changchit.pdf)
- <http://www.ibimapublishing.com/journals/CIBIMA/2010/854516/854516.pdf>
- [www.flipkart.com](http://www.flipkart.com)
- [www.amazon.com](http://www.amazon.com)