

CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING AND ITS IMPACT – A STUDY

Dr. I.S.KISHORE MATHEW ARNOLD

ACADEMIC CONSULTANT

Department of Political Science and Public Administration

S.V.University, Tirupati

ABSTRACT

India is witnessing a daily increase in internet users, which is contributing to the country's promising future for online retail. E-marketers can create a marketing strategy to turn prospective customers into online buyers if they are aware of the variables that can affect consumer behaviour and relationships. This study aims to identify the considerations that Indian customers use when making internet purchases. Following this research, it was discovered that six factors could influence consumers' opinions about online shopping: security, enjoyment, cost savings, sensitivity, convenience of use, and cognition. The modern era is the Internet era, which has drastically altered human existence in numerous ways. The way people buy goods and services online has evolved throughout time, and in order to remain competitive in today's fiercely competitive marketplaces, many marketing firms have used the Internet to reduce their marketing expenses. As a result, the cost of their goods and services has decreased. Customers utilise the internet for more than just making online purchases; they also use it to compare product prices, types, and features.

INTRODUCTION

The act of a consumer making purchases online through a website or an online store is referred to as online shopping. The practise of consumers shopping online is known as online shopping. Online purchasing is acceptable to those who find it user-friendly, practical, and pleasurable. Due to its many benefits—which include 24/7 shopping, a reduction in the need for in-store visits, reduced travel expenses, a larger market reach, and access to a greater selection of products—online shopping has surged in popularity in recent years. The practise of consumers shopping online is known as online shopping. People love to purchase online, not just in cities but even in little towns.

CUSTOMER PREFERENCE TOWARDS ONLINE SHOPPING

Due to India's phenomenal and massive Internet growth, more people are becoming interested in online shopping. They may shop online from the comfort of their homes or places of employment, and once they've experienced prompt, courteous service, high-quality products at competitive prices, and timely delivery, they always attempt to encourage their friends and family to purchase online as well.

Nowadays, a growing number of consumers are shopping online because, in urban areas like the National Capital Region (NCR), the majority of people work, making it difficult for them to go offline for in-store shopping. As a result, they used to prefer online shopping. Customers are primarily drawn to online purchasing because of its convenience. A special kind of internet payment system makes buying from other people simple and secure.

The client behaviour is also influenced by a number of demographic parameters, including age, income, gender, and educational background. In the past, customers would pay with cash, but there are now many other ways to pay, including credit card, debit card, online banking, and cash on delivery. Online shopping is also made simple by these payment options.

The majority of consumers are drawn to internet shopping by a variety of promotional techniques available online. Today's internet-enabled smartphones and wi-fi services give customers a great deal of flexibility when it comes to buying from anywhere. Many shops use graphics and information to entice customers to make impulsive purchases. They often use coloured photographs and images of the full product and give discounts on a variety of products. Online advertising can be a great way to describe the full product and service.

ADVANTAGES OF ONLINE SHOPPING

1. In addition to providing us with a pollution-free shopping experience, online stores allow us to browse around the clock.
2. Because there is no middleman involved, you can get cheaper discounts and better pricing online because the products are shipped directly from the manufacturer or vendor.
3. You are not restricted by geography while shopping from stores in different regions of the nation or even the globe. Online options are incredible.

4. When we choose to shop the traditional way, we frequently wind up spending much more than we had anticipated. There are additional costs for things like eating out, travel, and let's not forget impulsive purchases! Consequently, less money is spent on internet purchasing.
5. Online comparison shopping and price research is a lot simpler.
6. If you would rather shop online, there isn't a crowd.

DISADVANTAGES OF ONLINE SHOPPING

1. You will wish to return the item or get your money back if it is broken or not as described. Different refund and return policies may apply depending on where you bought your item. One benefit of online shopping over retail stores is that you can utilise the thing as soon as you buy it, which can be satisfying. Nevertheless, internet buying necessitates having patience while you wait for the item to arrive at your door step, which may take up to three days or longer depending on where you ordered it.
2. The absence of a touch-feel sample raises questions about the offered product's quality. Online shopping isn't the best option for clothing because it doesn't allow shoppers to try items on.
3. Consumers must exercise caution while disclosing personal information. Untrustworthy e-retailers do exist.

REVIEW OF LITERATURE

Soonyong Bae, Taesik Lee (2010) they look into how consumers' intentions to buy are affected by online reviews. They specifically look into whether responses to online customer reviews are different based on gender. The findings indicate that women are more influenced by online customer reviews to make a purchase than men are. It is also discovered that the negativity effect—which holds that customers are more swayed by bad reviews than by favourable ones—is more pronounced for women. These findings have practical implications for online sellers to guide them to effectively use online consumer reviews to engage females in online shopping.

Ramin Azadavar, Darush shahbazi, and Mohammad Eghbali Teimouri. (2011) analysed the variables affecting customers' opinions about online shopping and created a causal model to describe how this understanding influences their actions when they purchase online. According to research, there are additional aspects that influence people's decision to

buy computer-related goods and services online, including trust, customer service, income levels of customers, product or service prices, and security. Other peripheral variables, such as product customisation and price, had little influence on respondents' purchasing decisions. The goal of the study is to better understand how customer behaviour is influenced by perceptions of online purchasing, both directly and indirectly.

Kanwal Gurleen. (2012) focuses on comprehending the differences in the demographics of those who purchase online and those who do not. 400 respondents' answers to questionnaires were gathered for this purpose. Three Punjabi cities—Jalandhar, Ludhiana, and Amritsar—were used to choose a sample of urban respondents for the study. The article also examines the different justifications for and against internet shopping adoption.

Taruna (2017) The traditional methods that consumers shop for and purchase goods and services have been altered by the internet. Going digital is the newest trend in this ever evolving day. To keep ahead of the competition, every physical store is currently attempting to establish an online presence. Customers utilise the internet for more than just online buying; they also use it to compare costs, features, and post-purchase services. Using a computer browser, consumers can directly purchase goods or services from sellers via the Internet through online shopping, commonly referred to as e-commerce. When compared to physical shopping, internet shopping offers customers greater options and time savings for the products they buy. Most importantly, one can receive products at home without having to travel anywhere. This research study's primary goal is to discover and investigate how consumers perceive online buying.

OBJECTIVES OF THE STUDY

1. To study the factors those affects consumer perception towards online shopping in India.
2. To analyze factors motivates consumer perception towards online shopping in India.
3. To study possibility for increase of online shopping in India.

METHODOLOGY

The geographic territory was restricted to Tirupati city. Samples for every population were being selected as per the convenience sampling methodology. The sample size selected for this study was 120 consumers.

Internet Uses by Respondents

	Yes	No	Total
You have internet connection and use the internet regular	82	38	120
Percentage	68.33	31.67	100.00

Opinion of respondents about types of shopping regularly

	Online	Manual	Total
Which type of methods used for the shopping regularly	79	41	120
Percentage	65.83	34.17	100.00

Opinion of respondent's status about online shopping

	Continue	Discontinue	Total
What is the status of your online shopping	71	49	120
Percentage	59.17	40.83	100.00

Opinion of respondents about mostly purchase through online

	Respondents	Percentage
Clothes	65	54.17
Electronics items	90	75.00
Accessories	88	73.33
Jewelries	52	43.33

Multiple Answers

Opinion of respondent's status about online shopping

Particulars	Continue		No		Total	
		%		%		%
Safety features is high about the share bank detail during the online shopping	83	69.17	37	30.83	120	100.00
See the product before purchase when you are online shopping	98	81.67	22	18.33	120	100.00
Satisfied with the policy when you get wrong product and return policies during the online shopping	73	60.83	47	39.17	120	100.00
Online shopping is a money saving process	86	71.67	34	28.33	120	100.00
If net connectivity is high then you are not faced any problem during the online shopping	95	79.17	25	20.83	120	100.00
Don't worried about share personal details	93	77.50	27	22.50	120	100.00
Overall Satisfaction towards online shopping	97	80.83	23	19.17	120	100.00

Problems that faced while making online shopping

	Respondents	Percentage
Pages took too long to load that I gave up	39	32.50
Site was so confusing that I could not find the product	59	49.17
Desired product was not available	41	34.12
System logged in is compulsory	35	29.17
Tried & failed to contact customer service	37	30.83
Wrong/ Bad product arrived & could not return	46	38.33

FINDINGS

1. The number of internet users has surged recently as a result of the change in the telecommunications sector. Even though more consumers are using the internet to shop, they still prefer to shop in person for routine purchases.
2. Customers prefer online shopping for a variety of reasons, including lower prices or discounts, time savings, the availability of numerous websites with a wide selection of products, the ease of use of the purchase process due to user-friendly websites, and the desire to avoid the hassles of in-store shopping. The majority of customers have used online shopping and have expressed a willingness to continue, but very few have done so previously and have not demonstrated a willingness to continue.
3. The majority of respondents said they are happy with internet buying.
4. The following are the obstacles preventing widespread online commerce from developing.
5. Before purchasing, customers like to see the product in person.
6. Consumers worry that they won't be able to return an incorrect or defective purchase.
7. Consumers are apprehensive about declining credit cards.
8. The respondent's occupation is unrelated to their purchasing behaviour. A person's profession has no bearing on the products they choose.

SUGGESTIONS

1. The majority of customers believe that shipping costs are excessive, and they advise businesses to either lower their shipping costs or offer free product delivery. It could be used by businesses as a promotional tool.
2. Research has shown that consumer knowledge is a significant barrier to the growth of internet purchasing. The majority of clients are unaware of the different pre- and post-services offered by these internet retailers.
3. Businesses should inform clients about the security measures they use to protect client credit card numbers.
4. Businesses should inform clients of their return policy and process in the event that a defective or incorrect product is delivered.
5. To ensure that the product came as ordered, the majority of customers want to view the merchandise before making a purchase. Most businesses do not have this kind of facility. Companies should offer this service if they want to attract more customers, as

manual purchases give customers the opportunity to view and handle the merchandise, which may be a major factor in why they regularly prefer physical shopping over other methods.

6. When it comes to home and electronic appliance after-sales support, companies should either send a company representative for installation shortly after delivery or educate clients on how to install and use the equipment. Businesses should let clients know which service station is closest to them if a product has a problem.

CONCLUSION

The number of internet users in India has surged recently as a result of the telecommunications industry revolution. While customers are using the internet for online shopping, manual shopping remains the preferred method for most regular purchases. In order to boost the number of consumers that purchase online, online retailers must heavily publicise and promote their services to appeal to a wide range of consumer types.

REFERENCES

1. Solomon ,A study of factors affecting online shopping behavior of consumers, International Journal of Scientific and Research Publications 3(6), 1989,pp201-212.
2. Kotler, P. and Armstrong, G, Marketing Management (5th Ed.), Prentice-Hall: Pearson,2000.
3. Ramin, darush, Mohammad. (2011), “the role of security as a customer perception on customers’ online purchasing behavior” international conference on software and computer application, volume 9, Singapore.
4. Kanwal, (2012). “Consumer perception towards online shopping- the case of Punjab.” International journal of management and information technology. Volume 1, no 1, may, 2012.
5. Taruna, A Study on Customer Perception Towards Online Shopping, International Journal of Engineering Research & Technology, Volume 5, Issue 11,2017.