

Consumer's Perception on Online Shopping

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Abstract

India's expanding Internet usage offers a variety of options for online shopping from the standpoints of both buyers and sellers. If electronic advertisers (E-Marketers) are able to further develop their marketing strategies to turn potential customers into active customers while retaining their current customer base because they are aware of the factors influencing online Indian behaviour, the relationships between these factors and the type of online buyers.

The focus of this study is on the variables that internet shoppers think about before making a purchase. This study will assist in determining the effects of the internet market on consumers' buying habits as well as how their worries about online marketing's protection of their privacy and security affect those consumers' purchase decisions.

They are influenced by web marketing while making purchases. The study will also include numerous crucial inputs that will provide the marketers to increase the value of the currently offered services in order to make internet marketing more profitable and secure.

The conventional methods of people shopping and purchasing products and services have been altered by the internet. It quickly developed into a phenomenon that is acknowledged worldwide. Finding the elements that influence customers' desire to engage in online buying was the primary goal of the literature on customer attitude for online purchase decisions.

Companies began using the internet as a tool to reduce different intermediate costs in order to fight the dynamic character of the rapidly expanding markets, which further assisted in lowering the prices of their goods and services while maintaining competitiveness in the market. Many companies also utilise the internet to engage with clients directly through business-to-consumer (B2C) direct selling. By gathering customer information and comments, they can then use that knowledge to improve their business strategy. Customers utilise the internet for more than just online shopping; they also use it to compare costs, product features, and post-purchase support options. Consumers turn to online retailers for attractive deals and a better shopping experience, while at the same time, physical retailers' sales volumes are clearly declining, especially during the busiest holiday seasons like Diwali and Eid. There are general models of purchasing behaviour that represent the steps buyers take while deciding which products to buy. These models are crucial to marketers because they can explain and forecast consumers' purchasing behaviour.

Review of literature

how effective internet marketing, sometimes referred to as "E-marketing," is. Empirical data from the study includes both primary and secondary sources. The primary objectives of the study are to recognise, quantify, and assess e-marketing of consumer goods through electronic media, as well as to identify

factors that influence consumer internet shopping behaviour and analyse online purchasing behaviour based on demographic factors like age, sex, income, qualification, and life stage. The effectiveness of the e-marketing environment should be improved by identifying consumer perceptions of website features and levels of satisfaction, conducting an overall assessment of consumers' online purchasing experiences, examining the relationship between website features, customer satisfaction, and online purchasing experiences, and recommending the best course of action.

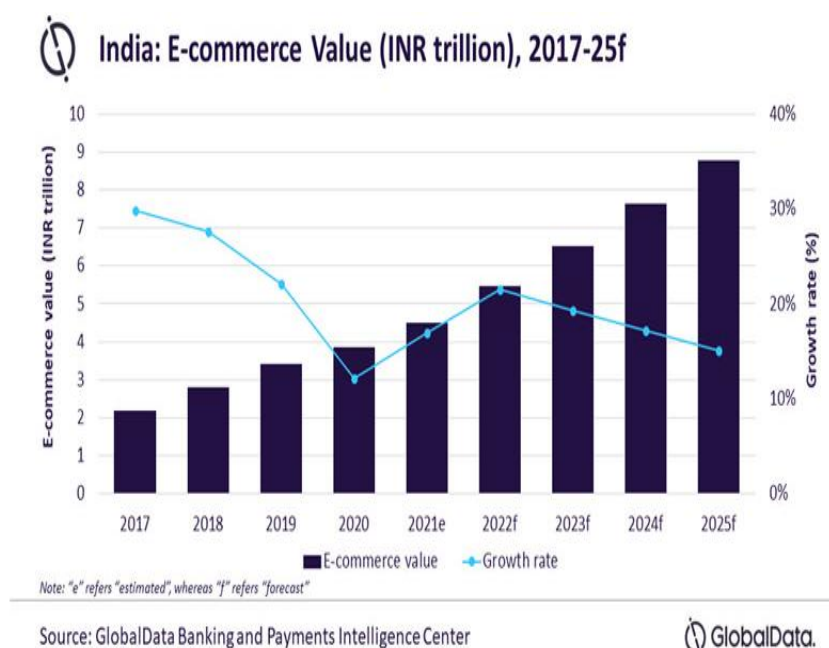
India is exhibiting phenomenal development in e-commerce. Online shopping in India has unimaginable potential given the country's huge population... E-commerce is a term that is now widely used in Indian culture, and it has incorporated into our daily lives. Many products and services are offered on websites. Then there are companies that offer a certain product together with the related services. These Indian e-commerce websites with several product offerings provide products and services in a range of sectors.

According to Venkatesh (2000), the perceived ease provided by internet retailers has a beneficial effect on consumers' attitudes regarding online purchasing.

They believe that the internet makes their shopping experience better and has a lot of promise for attracting young consumers. According to Benedict et al. (2001), there are two factors that influence how people perceive internet buying and whether they plan to do it.

In addition to external elements like situational considerations, product qualities, customer attributes, prior online buying experiences, and faith in online purchasing, there are internal factors like ease of use, enjoyment, and usefulness.

Customers spend more time online looking for information, and they also discovered that it is simple to access the Internet. Pricing, a component of the marketing mix, is a motivator for the customer as well as a tool for communication, haggling, and competition. Price may be used by the customer to compare items, assess relative value for the money, and assess product quality.



RESEARCH METHODOLOGY

Study design: This study intends to ascertain customer perceptions and awareness of internet buying. A standardised questionnaire is used to conduct the study's survey.

Data collecting method: Both primary and secondary data are gathered for the purposes of this research project.

Scope Of The Research

- To learn what factors affect consumers' decision to purchase online.
- To identify the website element that entices users to make online purchases.
- To learn about the problems with internet buying.



CUSTOMER PREFERENCE TOWARDS ONLINE SHOPPING

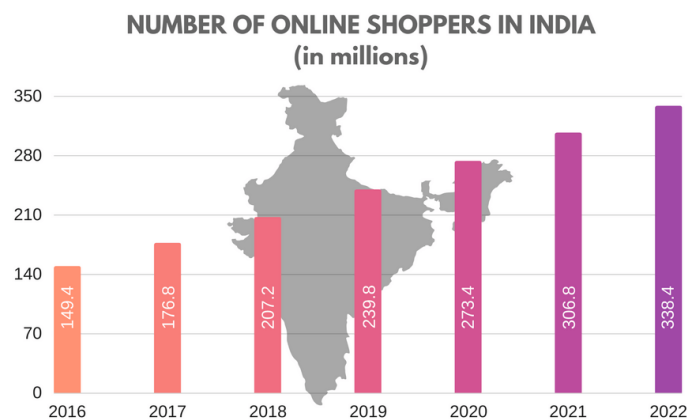
Due to India's phenomenal and massive Internet growth, more people are becoming interested in online shopping. People may shop online while seated at their desks or homes, and after receiving satisfactory service, high-quality goods at reasonable prices, and timely deliveries as a result of their online purchases, they constantly strive to encourage their friends and relatives to do the same. The majority of individuals in metropolitan areas, such as the National Capital Region (NCR), are employed, thus they don't have as much time as they once had to go shopping offline, hence they increasingly prefer online shopping. Customers are drawn to internet purchasing because of how convenient it is. A unique online payment system makes it simple and safe to buy from other people. The customer's behaviour is influenced by a variety of demographic parameters, including age, income, gender, and educational background. Consumers used to pay with cash in the past, but today there are many more payment methods including debit cards, credit cards, online banking, and cash on delivery. Several shops use colourful graphics and photos of the full product, informational visuals, and offers of discounts on a variety of items to entice buyers into impulsive behaviour. Online advertising may be a great tool for describing the full product and service.

Online shopping enables customers to buy products directly from sellers using any web browser and the Internet. Since our Prime Minister, Mr. Narendra Modi, has set his sights on creating a digital India, e-commerce, e-marketing, and other forms of digital marketing have been increasing gradually. India now has more than 2 billion internet users, placing it third in the world in terms of internet users. In 1979, Michael Aldrich created the online marketplace. Other names for online shopping include e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront, and virtual store. There are several well-known online retailers in India, including Flipkart, Amazon, eBay, Myntra, Jabong, Snapdeal, Alibaba, and others. Information is one of the variables influencing consumer choice for online purchasing.

The study's primary goals were to :

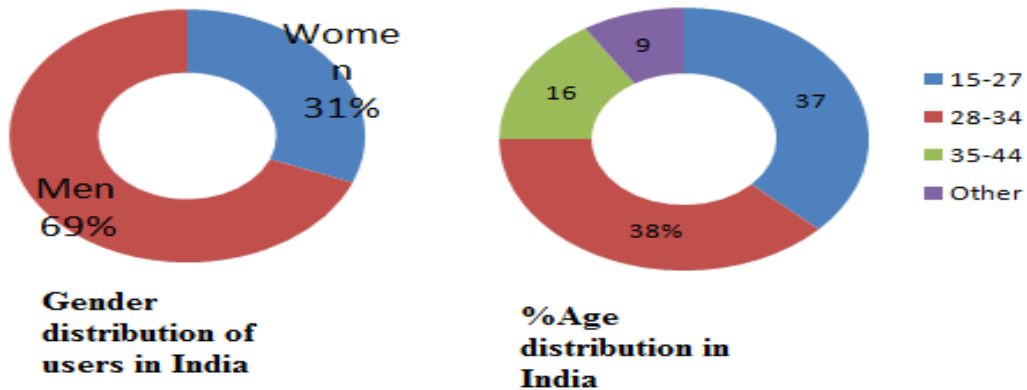
I) identify the most popular website among the ones that were chosen and the factors that contributed to this preference.

(ii) To examine the variables affecting consumer choice for online purchasing.



Source: Statista, e-Commerce India, User in millions

eshopworld



CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING DURING LOCKDOWN:

The way socioeconomic activities are viewed globally has changed as a result of the internet. Online shopping allows customers to shop whenever and however they want.

In the COVID-19 environment, they are increasingly favouring internet buying. Online shopping is a type of electronic commerce in which customers use various websites to directly purchase products or services from a supplier.

Owing to the lockdown in India, people are more dependent than ever on making purchases from various internet portals to satisfy their social isolation and self-quarantine needs. With the use of a structured questionnaire created in Google Form, the current study examined students' perceptions of internet purchasing during lockdown. Students are enjoying their new teaching strategies during the Covid -19 lockdown, and these will continue to be crucial in developing the next generation of leaders. They bought a cellphone via internet purchasing.

So, a research was required to learn what students thought about the usefulness of buying mobile phones online. The current study intends to determine how students in Delhi, NCR during lockdown under the circumstances of Covid 19 feel about the usefulness of mobile internet purchasing. From March 2020 to June 2020, a total of 4 months were spent doing the study. Exploratory in nature, the investigation.

Based on gender:

Females: Men want to leave the store as soon as possible, whilst women prefer to spend more time inside evaluating possibilities. Women are willing to go above and beyond, but men like things to be quick and simple. Women are more patient and curious than males, and they don't mind waiting as the store gradually reveals itself. They view shopping as a social activity that is both calming and enjoyable.

Who inspires them, and what?

Yet more and more women are now making internet purchases. So, do the laws of the physical universe still hold true? Using email, Caanvas conducted 522 interviews with individuals in Delhi, Mumbai, Bangalore, and Pune. About 70% of the respondents were professionals, and more than 60% of them were in the 26–40 age range.

Convenience was the main driving factor for online shopping across all cities, followed by offers, discounts, and lower costs. Yet top priorities varied greatly throughout the nation. According to Aditi Chaudhary, co-founder and managing partner of Caanvas India, women consumers in Mumbai and Pune were more concerned with offers and discounts than they were with the ability to return online purchases.

Purchases made by womens:

The top items on people's shopping lists are often mobile phones, gadgets, and appliances, followed by apparel and accessories. The surprise package was the third-most-purchased home and kitchen equipment online. In the popularity lists, the category was higher than those for baby care, books, purses, and health and beauty items.

The most common online purchases for housewives were food and vegetables, while working women did not hesitate to make health and cosmetic purchases.

While the majority of internet marketers are busy marketing their shopping applications, Chaudhary notes that women prefer to purchase on their laptops or desktops. The only exception was Delhi, where most respondents said they preferred using a shopping app to conduct their business.

Purchases made by men:

Men are more inclined to choose a certain brand above others when it comes to brand preferences.

In several product categories, men's preferences are also more obvious. When buying food, apparel, and over-the-counter medications, both groups are fiercely devoted to certain brands, but men's brand loyalty shines out in these areas: Despite the fact that more women than men — and that social media influencers are — men are more likely to use social channels like Instagram, YouTube, Facebook, and TikTok to search for products.

Advantages of online shopping

During the lockdown, everyone had to remain indoors. Customers receive the necessary materials at their doorsteps throughout such period thanks to e-commerce websites. Let's examine the motivations behind internet shopping's appeal as well as why so many people enjoy it. The following is a discussion of the advantages of internet purchasing.

Convenience

That is the main advantage of purchasing online. Consumers may shop from the convenience of their own homes or places of employment. Online buying makes it simple to reverse transactions. Due to the lack of queues and quick checkout times, online shopping has made shopping simple. Online shopping is available to us around-the-clock. Internet purchasing reduces effort and saves time. Online shopping allows us to obtain comprehensive product information, as well as fantastic deals and reduced pricing.

Few crowds

It is common to see crowds at stores during festivals, weekends, or holidays; purchasing goods in this kind of setting will be extremely stressful. But, when we purchase online, we avoid crowds and avoid having to engage in strange parking conflicts.

No Obligation

Shopkeepers will occasionally put pressure on us or use their persuasive abilities to get us to buy items we don't need. As a result, we end ourselves buying items that we really don't need. Yet while shopping online, there is no compulsion to buy goods we don't need.

Disadvantages of online shopping

After reading the advantages described above, you might be tempted to start buying online, but let's first have a look at the drawbacks.

Fraud potential

When internet buying, there is a chance of frauds such phishing, identity theft, hacking, and credit card scams. Fraud cases have grown as a result of the epidemic. Many e-commerce websites that are offshoots have appeared. Because many fraudulent websites provide eye-catching discounts and bargains, we must exercise caution while doing online purchases. Even telephone calls using the names of reputable businesses can be used to commit fraud in order to get the buyer's credit card or bank information.

less communal interaction

Contact with the community is significantly reduced by online buying. If we regularly shop online, we won't ever need to go outside to shop. While this may be beneficial for a while, there are times when it's better to get outside to go shopping, interact with actual people, breathe clean air, take part in community events, and perform other outdoor activities. A meaningful connection between a human and a computer can never be made.

delivery delay

The delivery of the ordered goods might occasionally be delayed unexpectedly for customers. While placing a purchase seldom takes more than five minutes, delivery might occasionally take between five and ten days. Yet, if we purchase items directly from the retailer offline, we can receive our order right away.

lacking in retail experience

As there is no market visit while buying online, there is no true shopping experience with market tours, showroom visits, and items.

Mistaken goods

That is a significant disadvantage of internet buying. A product is taken from a packing unit during the online purchase process, and it then travels via a number of other places. Sensitive goods have a

possibility of being damaged or scratched while in transportation. Also, there are instances where clients receive alternative items and empty boxes in their daily lives. After then, users could run into issues due to inconsistent return and refund procedures.

Suggestions:

Customers should receive free training on how to use debit cards, credit cards, and inter banks cash transfers so that the majority of individuals can utilise digital payment methods when they purchase online and feel no danger while doing so. How much accurate information is supplied by the responders is always a question of luck. Their view or experience, or that of those they know, may have influenced their opinion. Sometimes responders aren't truly aware of the implications of certain pieces of information. The study is only done in places that are allowed. Sometimes when information is being retrieved, respondents may be prejudiced.

Conclusion:

Internet purchasing has grown to be quite handy and well-liked. Comparing online and in-store shopping, consumers have demonstrated distinct purchasing patterns. Internet purchasing is incredibly helpful and convenient. Individuals from rural areas who live in cities are more likely to use internet resources. Online purchasing appeals more to the service class. Consumer behaviour, online transaction security, and private

There are several variables that change from time to time but cannot be disregarded, including privacy, convenience, pricing transparency, accessibility, time savings, and trust. The consumer's perspective of online purchasing differs from person to person, and the perception is constrained to some extent by the availability of appropriate connection and exposure to online shopping. Based on their individual traits, consumers' perceptions also share and differ from one another. A study demonstrates that older individuals don't utilise internet shopping as much as the younger ones do since it is mostly a trend among young people. The report draws attention to the fact that young people between the ages of 20 and 25 are more likely to utilise internet shopping.

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